

# THE COIN MACHINE REVIEW



518

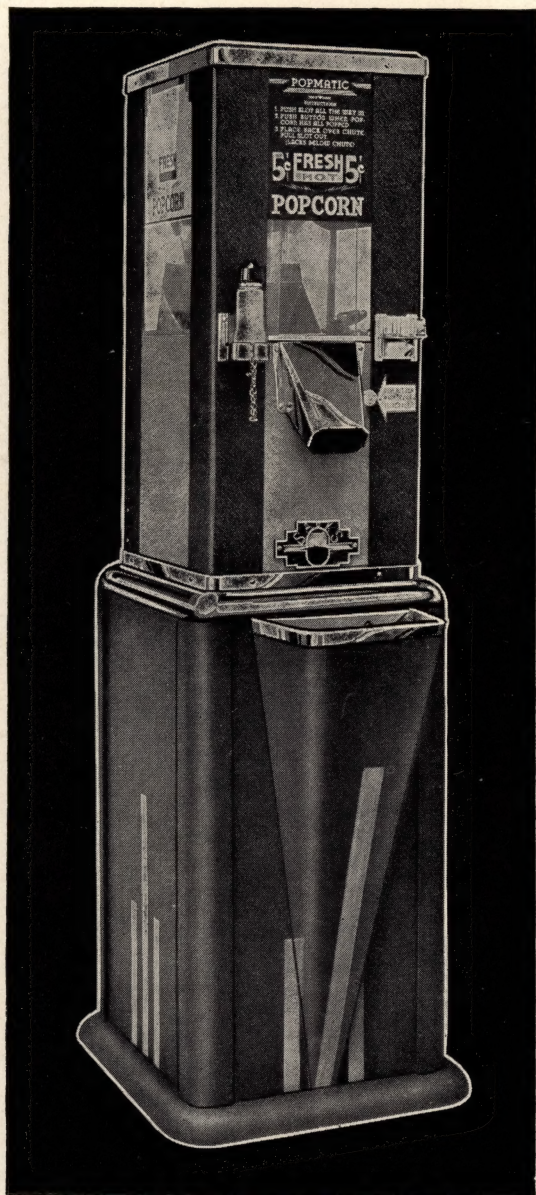
NOVEMBER 1937

*A National Magazine of the  
Coin Machine Industry*

518



MOHR BROS. WERE THE FIRST TO GIVE YOU  
AUTOMATIC MUSIC ON A SOUND BASIS ~ ~  
and now we present OUR SECOND BIG HIT



NOT A COUNTER MODEL  
BUT A  
FULL SIZE FLOOR MACHINE

## POPMATIC

... Heralding a new era in the field of automatic merchandising. Here is a machine geared to the fast speed of today's living. A machine that will fit into the scheme of things EVERYWHERE! ... ANYTIME ... A TESTED ... TRIED ... and PROVEN WINNER in every sense of the word! POPMATIC ... the FIRST SUCCESSFUL AUTOMATIC POPCORN MACHINE offers operators the opportunity of cashing in on grosses as high as \$42.00 per week ... week in and week out ... YEAR IN AND YEAR OUT!

### More Than 3 Years in Making

POPMATIC is not a new idea developed over night! It has been in the process of development for the past three years. Dozens of models were made and discarded. More than \$50,000.00 was poured into the development of the machine as it is today. Mohr Brothers, after making exhaustive tests of the mechanical workings of the machine, and after actual location tests to check earning power, unreservedly recommend this machine to operators. POPMATIC actually pops the corn in full view at all times. Imagine the attention compelling ability of this one feature alone!

### HOT FLUFFY **1 MINUTE** POPCORN IN ★ PLUS ★

- ONE MINUTE, plus a few seconds, and a bursting hot bag of corn, popped right before your eyes, is ready. POPMATIC is positive in operation.
- EASE OF OPERATION. It takes only a moment to refill the corn bin and reserve tank for seasoning oil. All parts are in easy reach.
- SIMPLICITY. No long drawn out rules to follow. POPMATIC is simple and easy to operate. Any child can operate it successfully.
- MINIMUM SERVICE. No motor, no rheostat, no thermostat—nothing to cause costly "out-of-service" calls. No dead earning periods.

Fully covered by United States, Mexican and Canadian patents.  
Play safe! Operate only the machine that will give  
you no future legal headaches!!!

**ACT NOW! DON'T DELAY!**

*See This Great Machine TODAY!*

EXCLUSIVE CALIF., ARIZ., NEV., UTAH  
DISTRIBUTORS

# MOHR BROTHERS

2916 WEST PICO STREET

Parkway 9175-9176-9177

LOS ANGELES, CALIF.



# POPMATIC

MANUFACTURING COMPANY

PHONE MULBERRY 7800  
5147 NATURAL BRIDGE AVE.  
ST. LOUIS, MO.

POP!

POP!

## WHAT'S THAT?

No, it isn't your paternal ancestor . . . and it isn't exactly an explosion (though it's a **wow**) . . . and you don't drink it — you **EAT** it — **EVERYBODY** eats it — Everybody **LOVES** it —

**WHAT IS IT?**

Here's another hint: It's golden in color . . . golden in profits . . . a sure-fire **LEGITIMATE** money-maker —

**YOU'VE GUESSED IT**

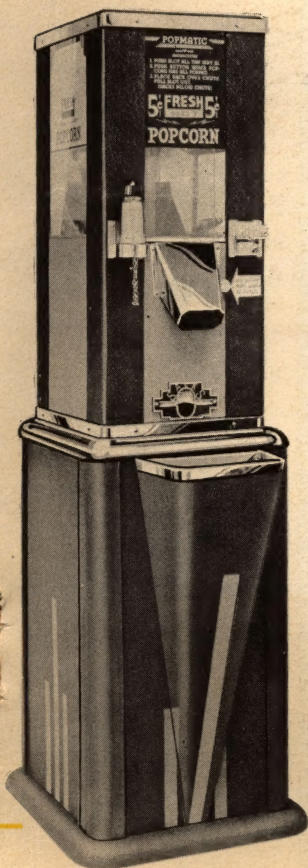
It's

**POPCORN**

from the new

**POPMATIC**

Read every word on the next three pages. The headline will interest you—the testimonials will **convince** you.



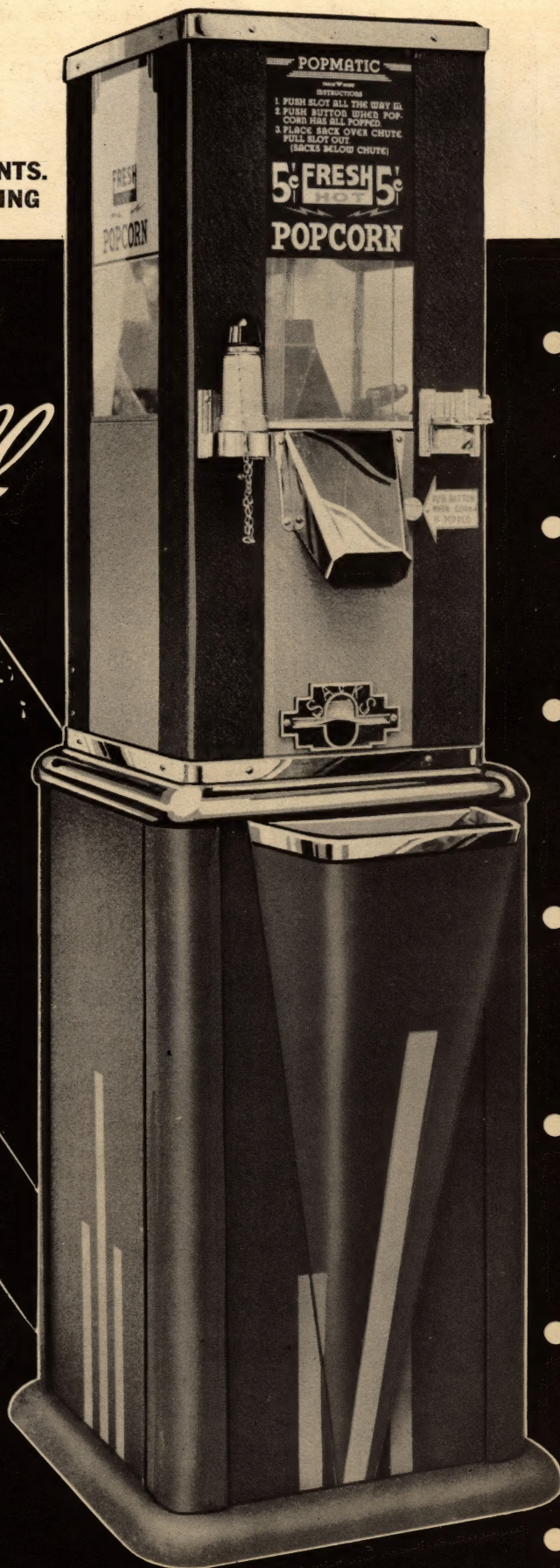
*Manufacturers of Coin Controlled Machines*



# That's GOLD in

TRADE MARK REG.  
U.S. PAT. OFF.  
U.S. & CANADIAN PATENTS.  
OTHER PATENTS PENDING

*Puts Gold  
in Your Till*



POOL  
ROOMS

TAVERNS

THEATRE  
LOBBIES

DRUG  
STORES

CITY  
GARAGES

BUS  
STATIONS

FILLING  
STATIONS



# them thar kernels



## THE AUTOMATIC POPCORN VENDOR . . . BUILD FOR YOU A LEGITIMATE AND PROFITABLE BUSINESS . . .

"POPMATIC" means "**profit**" in any man's language! It's a tried and true **legitimate** money-maker, dispensing a product that has been America's favorite for two centuries. Locations pay as high as \$42.00 per week—you can depend on a net profit of approximately 40%. Here's why:

The approximate cost of one sack of POPMATIC popcorn, complete with seasoning oil, salt and sack, is **only 1¼ cents!**

The whole operation of the machine is **visible** and has a novel, fascinating **appeal**. Each operation attracts a crowd.

POPMATIC delivers a brimming sack of fresh, hot popcorn in **one-half the time** required by an ordinary popcorn machine!

POPMATIC has **eye-appeal**—a tall, beautifully modernistic cabinet of chromium and wrinkle-finish baked enamel, 5 feet 2 inches high, 1½ feet wide — fits into ⅓ the space of an ordinary machine!

Profitable locations are countless!—drug

stores, taverns, dance halls, skating rinks, pool rooms, railway and bus stations, theatre lobbies, filling stations — each means a **steady income**.

MOST IMPORTANT OF ALL . . . POPMATIC's mechanism is so **simple** that it requires little or no attention. No motor, no rheostat, no thermostat — all working parts are before your eyes and in easy reach of your hands. **200 to 250 sacks between refills!**

### FLUFFY GOLDEN CORN in ONE Minute Plus!



"85 seconds from nickel to sack!" POPMATIC delivers a sack of hot, delicious popcorn as quick as that — before the customer's mouth has time to water.

### AND DO THEY GO FOR IT!

Who can resist deliciously fresh salted popcorn? It's as tempting on the coldest day as on the hottest—to young and old alike—**assuring** a daily take-in that puts POPMATIC far ahead as a **real money-maker!**

## POPMATIC MANUFACTURING COMPANY

5147 NATURAL BRIDGE AVENUE

ST. LOUIS, MISSOURI

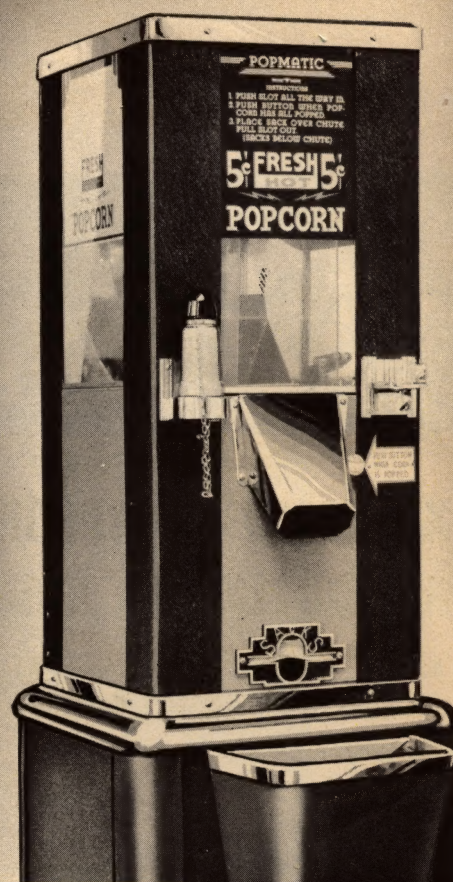


**ACCESSIBILITY** . . . It takes only a moment to refill corn bin and reserve tank for seasoning oil. Both of these, as well as **all** other mechanism, are within easy reach.

**POSITIVE OPERATION** . . . Tests have shown that Popmatic will operate continuously, putting out 200 to 250 sacks of popcorn without a hitch.

**MINIMUM SERVICING** . . . No motor, no rheostat, no thermostat - nothing to cause costly "out-of-service" delays.

**SIMPLICITY** . . . A child can operate Popmatic with ease.



**MORE THAN**

*3 years*

**IN THE MAKING**

It's taken more than three years of intensive research and \$50,000 - to produce an automatic popcorn machine that will pop corn perfectly, in the **simplest way possible**. The splendid result is best shown by excerpts from letters sent in by distributors:

● "I find that practically every location desires a popcorn machine. Hence I have experienced little difficulty in placing them at my own commission figure."

● "In my four years of operation I have never found a legitimate machine which has proven more profitable and that is as mechanically free from trouble as Popmatic."

● "Very well pleased with the performance of Popmatic popcorn machines we have been using in this area for the past sixty days . . . still averaging better than \$2.00 per day **net** per machine."

**NOW you can buy with confidence -  
POPMATIC is tried and proved!**

**POPMATIC MANUFACTURING COMPANY**

5147 NATURAL BRIDGE AVENUE • ST. LOUIS, MISSOURI



# **The POPMATIC MANUFACTURING CO.**

PROUDLY ANNOUNCES THE  
APPOINTMENT OF

## **MOHR BROTHERS**

as

**EXCLUSIVE DISTRIBUTORS**

for

# **POPMATIC**

The Automatic Popcorn Popping Machine

IN THE STATES OF

**CALIFORNIA, ARIZONA, NEVADA and UTAH**



It is with considerable pride and satisfaction that we announce the appointment of MOHR BROTHERS as exclusive distributors for POPMATIC in the states of California, Arizona, Nevada and Utah. With a well-earned reputation for fair and honest dealings, the firm of MOHR BROTHERS is today regarded as one of the finest distributing firms in the coin machine industry. It is indeed a pleasure to have such a highly respected organization representing us in these four states. Operators are cordially invited to visit or write Mohr Bros. and investigate the new POPMATIC machine today, for POPMATIC opens up the way to new and bigger profits in the field of automatic merchandising!



# **POPMATIC MANUFACTURING CO.**

**5147 Natural Bridge Avenue  
Saint Louis, Missouri**

Mention the COIN MACHINE REVIEW to this advertiser. It makes a difference.





Wherever there is competition, there is always one who takes the lead. Forging ahead to new standards of quality has ever been our constant aim as the manufacturer of SNACKS. . . . Today—SNACKS leads the Vending Machine field. . . . Its unrivalled beauty, its sound mechanism, its honest construction, its ample capacity, its reputation for earning consistent profits—all combine to make it the greatest vendor ever offered. You owe it to yourself to try this outstanding machine. . . .



# Snacks

Manufactured by  
**TRIMOUNT**  
**COIN MACHINE CO.**  
 1298A Washington Street  
 BOSTON, MASS.

**THE ARISTOCRAT** *of* **VENDING MACHINES**



# WORTH READING

## FEATURES:

And they get paid for it . . . . . 13

Last month we ran a story titled "So You Think It's a Racket?" in order to demonstrate what might be done for the industry through favorable publicity. This month, to show how great a need for such favorable publicity exists, we point to the other side. By JOHN AVERILL.

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## NOVEMBER COVER PHOTOGRAPH

by A. L. Schafer. The girl is

Rosalind Keith, Columbia Pictures' Star.

The COIN MACHINE REVIEW for November, 1937, Vol. 5, No. 5. Published monthly at 1113 Venice Boulevard, Los Angeles, Calif. Paul W. Blackford, editor and publisher; Herbert L. Mitchell, associate editor. CHICAGO OFFICE: 35 East Wacker Drive, C. J. Anderson, manager; R. P. Nuytens, assistant manager. Representatives in all principal cities throughout the United States and Canada. SUBSCRIPTION RATES: 25c per copy; \$1.00 per year; 3 years for \$2.00; \$1.55 per year foreign. ADVERTISING RATES ON APPLICATION.

## FACES THAT STOP CLOCKS

### SHOULD BE SEEN—NOT HEARD!

And the angry, greedy, resentful face that legislation always wears shouldn't even be seen—but frequently it is. What's the answer to the problem of legislation in the coin machine business—what will blot that face out of sight?

Vending machines!

So long as they're operated in a sane and sensible manner—and THAT takes no more brains than enough to be businesslike—you'll never hear a complaint against vending machines, either from officious officials or from the general public.

Instead of complaining, the reform element is playing vending machines.

We won't quarrel with the marble machine men, or the man who makes or operates other devices about which the law talks so often. There's no doubt they have their place, too.

But we *will* say that for steady, dependable, assured income—one where the investment grows instead of depreciating—there is *nothing* like vending machines.

The man who wants to go on running marble games and other equipment can do so knowing we'll not interfere. But it's good business to tell of the things one knows are good. It will be remembered, and some day appreciated. That's why we always talk about vending machines. We KNOW they're good, and we're so full of that knowledge we've just got to talk about the business.

And our final word to the men who want to operate other equipment will always be this: "Go ahead. But protect yourselves by watching the pennies as well as the nickels. Marble games can make a lot of money for you in a very short time, but it can all go just as quickly when the territory closes. That's when the pennies count, and vending machines gather up a whale of a lot of pennies—enough to prove a life-saver, often enough."

Investigate *now*—while you're thinking about it. There's no obligation, and you may learn a few things that will surprise you. FOR SAFETY'S SAKE—INVEST IN VENDING MACHINES!

## MILLS-VIKING COMPANY

Vending Machine Headquarters

Successor to DICK TYRRELL

1356 West Washington Boulevard  
PROspect 0564

LOS ANGELES, CALIF.



RATE: 5c PER WORD  
MINIMUM \$1.00

# Bargain Mart

NO GENERAL DELIV-  
ERY ADS ACCEPTED

## COIN COUNTERS

Penny and nickel aluminum tube coin counters. Stacks, counts, makes wrapping easy. Fits pocket. 1c or 5c size \$1.50 each, postpaid. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill. SS-C

## ROLLER BEARING CLIPS

Manufacturer sells to dealers Roller Bearing Clips. Reasonable. H. Julius, 1758 62nd St., Brooklyn, N. Y. SS-PJ

## TOKENS AND CHECKS

We furnish all types of tokens or checks for pin games or payout tables, slot machines, etc. Mailing list compiled. Coin counters, name plates. Write for circular and samples. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill. SS-C

## MAILING LISTS

Mailing list newly compiled of buying operators and jobbers from coast-to-coast, or by states if desired. 2,500 names \$5.00, 5,000 names \$9.00, 7,500 names \$12.00. We guarantee our lists to be up-to-date and accurate because of regular mailings. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill. SS-C

## GRIP MACHINES WANTED

100 to 500. Don't care how old or how new, but want them in lots of 10 or more. Can also use used penny scales or electric shock machines. Write stating make, quantity, condition and price. Address: Box 301, COIN MACHINE REVIEW, 1113 Venice Blvd., Los Angeles. (N-C)

## COIN COUNTERS

Do you count pennies and nickels? "Presto" Coin Counter counts and stacks 100 pennies in 15 seconds, also stacks nickels. Fits the pocket. Handy, rapid and exact. Money refunded if not satisfied. Price \$1.50 each, postpaid. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill. SS-C

## SLOT MACHINES REPAIRED

Adjusted, percentage changed, converted to mystery pay. Refinished and made to look like new. Award cards, reel strips, etc. Prompt attention to shipments. Write for prices. Reference: Any Los Angeles jobber. GRAHAM, 212 E. Palmer Avenue, Glendale, Calif. Phone: Kenwood 1093. (S-P)

## FOR SALE

80 Columbus Model 21 Peanut Vendors, green porcelain, without lamp attachment. Guaranteed perfect mechanically; cannot be told from new. \$4.00 each; lots of 25 or more, \$3.50 each, F.O.B. Portland. One-third with order, balance C.O.D. John Loew Vending Co., 6214 S. E. 18th Ave., Portland, Ore. (N-P)

## FOR SALE

Six Vanak Slug Rejector Slides, like new, used two weeks. Price \$10.00 each or \$50.00 will take six. One-third cash with order, balance C. O. D. J. T. SHAFER, 221 South 15th Avenue, Yakima, Washington. (N-P)

## FOR SALE OR TRADE

One Janette Rotary Converter, type CA 16, 115 volt DC to 110 volt AC, for use with phonographs. Will sell or exchange for 32 volt converter. EARL M. BUSH, Marshfield, Oregon. (N-P)

## FOR SALE

Paces Races at lowest prices. Cash and check separator models, perfect condition. CHARLES PITTLE COMPANY, New Bedford, Mass. (SS-C)

## FOR SALE

Erie Diggers, \$15.00; Iron Claws, \$25.00; Merchantmen Roll Chutes, \$45.00; Mutoscope Diggers, \$40.00; 30 Advance Duplex E 10c Napkin or Handkerchief, \$3.50; Package Cigarette Machines, all sizes, \$22.50 up; 30 Pie-Sandwich machines, 10c machines, \$8.00; K-O Fighters, \$25.00 each; 40 Snax Stores 5c Candy Bar Vendors, with stands, perfect, \$38.00 each; 30 Exhibit Moving Picture machines, complete with stands and 5 sets of pictures, \$8.00 each; 10 6-column National package cigarette machines, complete with stands, \$8.00 each; 20 brand new Log Cabin Duplex Peanut Vendors, \$12.00 each; 20 Mills Modern Weighing Scales, like new, \$29.00 each; 25 Yu-Chu Ball Gum Vendors, \$2.85 each. NATIONAL VENDING MACHINE COMPANY, 4242-44-46 Market Street, Philadelphia, Pa. (N-P)

## WANTED

Eastern manufacturer desires salesman on west coast with acquaintance among coin machine and punch board operators. Real opportunity for right man. Address: Box 245, COIN MACHINE REVIEW, 1113 Venice Blvd., Los Angeles. (N-C)

## FOR SALE

For Quick Sale; Late Models. Rays Tracks, check separators, \$125.00; Paces Races, \$125.00; Classics, \$65.00; Rosemonts, \$85.00; Gottlieb He Cards, \$40.00. Other bargains. Send for list. CHARLES PITTLE, New Bedford, Mass. (N-C)

## OPERATORS

Latex Vendors, slug proof, with gross of goods, \$10.00 each. Goods vends for \$12.00. We ship C.O.D. One-half deposit. MODERN PRODUCTS COMPANY, V-CMR, Buffalo, Minnesota. (N-P)

## EXCHANGE

Idle Equipment and Accumulated Vending Machine Accessories for Merchandise Permissible Your Territory. Cherry Bells, \$69.50. COLEMAN NOVELTY, Rockford, Ill. (N-P)

**McCALL NOVELTY CO.**

**Dependable Reconditioned Close Out BARGAINS**

Paces Races	\$99.50	Bally Bonus, ticket	9.50	Leather Neck	9.50
Saratoga, like new	149.50	Jumbo Double Score	9.50	Holly Wood	9.50
Turf Champs	49.50	Grand Slam	9.50	Fairground, like new	9.50
Big Casino	9.50	All Stars	11.50	Preakness, like new	69.50
Daily Limit	9.50	Sunshine Baseball	9.50	Pop-Em, like new	49.50
Sunshine Derby	9.50	Multi Play, ticket	17.50	Multiple Golden Wheel, like new	75.00
Double Header	9.50	DeLuxe 46	9.50	Auto Punch, like new	9.50
Western Preview, like new	22.50	Bump-a-lite, like new	39.50	Reliance Dice, like new	19.50
Stop and Go	17.50	Speed Kings, like new	52.50	Winner, like new	39.50
McCoy	12.50	Rifle Range, like new	65.00	Air Derby, like new	39.50
Pamco Ballot	75.00				
Classic, like new	7.50				
Big Shot					

ST. LOUIS LOCUST ST. MO. 3147

## HOLLYWOOD HOWLS

20 Snappy Cartoons in booklet form with your copy printed on the back.

**\$3.75 Per 100**

Order Today for Christmas

## COIN MACHINE REVIEW

1113 Venice Blvd.

Los Angeles



# ADDED FEATURES GIVE GREATER APPEAL TO WURLITZER SKEE-BALL

**MAKE IT BIGGER PRODUCER OF  
PERMANENT PROFITS THAN EVER**

After two years of sensational success as a coin operated game, WURLITZER SKEE-BALL now offers bigger profit possibilities than ever before. Added improvements—new features step up the eye appeal, the play appeal, the earning power of these already big money makers to new highs. Study these features and you'll realize that to-day no other game on the market is so sound, so well constructed, so packed with athletic interest. Get into this profitable business now. Start right with WURLITZER SKEE BALL—the game that gets and holds the big locations. Write, wire or phone for prices and particulars now.



*Sold only  
to  
OPERATORS*

**STEP UP YOUR  
INCOME WITH**

**WURLITZER  
SKEE-BALL** Reg.  
U.S.  
Pat.  
Off.

**AMERICA'S BIGGEST MONEY  
MAKING BOWLING GAME**

**STUDY THESE NEW FEATURES...  
..then decide to Operate  
WURLITZER SKEE-BALL  
Now!**

**FLASHY BACK PANEL** provides maximum play appeal.

**STRIKING COLOR SCHEME** attracts play by strong eye appeal.

**EFFECTIVE ILLUMINATION** Modernistic flood lights illuminate playing field.

**POSITIVE ACTION BALL RELEASE** No delicate assembly to jam. Balls register properly.

**HIGH SCORE RECORDER** Stimulates play; gives player something to shoot at.

**NUMBER COUNTER BALLS PLAYED** Indicates balls played—prevents player from bowling more than 9 to build up score.

**FREE PLAY FEATURE** Every ball counts. Free play balls returned at left hand side of machine.

**QUICK ASSEMBLY** Two sections fit together quickly with new lock pin arrangement.

**NEW 50 POCKET BELL** Gives game greater appeal; attracts attention; stimulates play.

*and Numerous  
Other Features  
that Build Profits  
for You...*

**THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.  
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada**





# Mohr Brothers of Los Angeles

## Return to Coin Machine Fold

"There's a feeling of satisfaction in giving the people something we know is good, and it's fine to be back in the merchandising field." With these words Mac Mohr announced the return of the five Mohr Brothers to the coin machine distributing field after a period devoted to other activities, and at the same time announced that Mohr Brothers had secured a distributorship for what they feel is the leading machine in the newest merchandising field—popcorn.

"Everybody eats popcorn—probably more than ice cream, by comparison," Mohr declared. "It's good food, and we saw the advantages in a perfected automatic corn popping vending machine and grasped them. A month ago I was back in Chicago. At that time there was a lot of talk about popcorn machines, and, since we had been looking for something of that sort, I began to investigate. I went into the matter so thoroughly that it's a wonder the machines didn't turn around and investigate me. At any rate I made a final consideration and entered into negotiations with Popmatic of St. Louis, and had five machines sent to Los Angeles for a test.

"After some three or four hundred operators viewed the machine on the floor, and after we had put it through all sorts of severe tests, no one was able to discover any defect in the machine. Seeing that

operators as a whole agreed that earning possibilities should be even greater than music machines or any type of merchandising machine."

Results of the first week's test would appear to bear out Mohr's claim. Selecting only average neighborhood spots, three machines went into drug stores, two into beer parlors. Early play appeared to be chiefly a matter of satisfying curiosity. As it continued to grow it was evident that people were no longer curious, but anxious for popcorn.

Because the machine is strictly legal, because there is never even a moral question raised by parents and teachers, and children may have access to and enjoyment from these machines, Mohr points out that a vast number of new types of location are opened, and to such an extent that an operator can condense his route and concentrate a maximum number of machines in a very small area. As suggested spots for installation Mohr listed confectionery stores, beer parlors, drug stores, markets, theatre lobbies, school supply store, dance halls and a great many others.

In tracing the development of the machine which he believes to be the most satisfactory, Mohr related that Rudolph Greenbaum began experimenting and making trial models three years ago. During the interval that passed to the present day he built

and discarded many different types of machines, and in that time, in dies and construction, some \$50,000 has been expended.

Popmatic has been severely tested on location for the past year, according to Mohr's report, and he has no doubt that it is the finest equipment obtainable, and the most fool-proof on the market.

Popmatic's plant occupies five floors and is devoted exclusively to the manufacture of Popmatic machines. At present full shifts are engaged in filling orders of distributors throughout the nation who were wise enough to state their requirements in advance. Walter Gummersheimer, who resigned a position as district manager for the Rudolph Wurlitzer Co., has become general salesmanager for Popmatic, in itself an indication of the possibilities of the Popmatic machine, and of the field.

With their many years of experience in the coin machine business, Mohr Brothers recommend this new phase wholeheartedly to the operators in their territory as a profitable and safe business, for the operator may go home to sleep at night knowing how he will stand six months from now. Likewise, Mohr Brothers have announced their intention to buy all ingredients in large volume in order to make it available to operators at wholesale prices, thus assuring them of finest quality at the most reasonable cost.



# And they get paid for it...

By JOHN AVERILL

Maybe you're one of those rare individuals who has never read a story and thrown the magazine down and said: "Well, that's certainly lousy. I could write a better story than that if I had the time."

If that's the case, you ARE rare, for observers say that about four out of five Americans have, at some time or other, yearned to write a yarn, perhaps have written one, or at least have written a few lines of it.

Of course getting the story published after one has written it is another matter. It isn't nearly as easy as it looks. The best writers frequently accumulate stacks of rejection slips before they make their first sale, and even after that there may be long stretches when their stories are returned to them.

The point is, though, that any story you see published in a national magazine has been purchased and paid for, whether you like it or not. And the editor bought it because (a) he thought it was a good story; (b) he thought it was in line with his publication's policy; (c) he thought it was timely, and what if it did tell only one side of the picture?

Evidently the editors of the magazine "Stag," published in New York, thought the question of slot machines was timely, for they bought a story by a Wesley Burrell called "A Pocket-Full of Nickels—the inside story of the coin machine business, its vicissitudes and victories," and printed it in their October issue.

There is no doubt but what Mr. Burrell's story, as a story, was a good one. Neither is there any doubt but what Mr. Burrell was a bit one-sided in his treatment of the business. And where he got his "inside" information will probably remain forever unknown. It is apparent that he didn't get very far inside. Or if he did, he turned sour, somehow.

Starting his tale, Burrell draws a picture of "one of the nation's proverbial campus drug stores," with a laborer, a student, a college professor, a doctor, a monument dealer, and a factory worker watching a pin game intently as the little silver ball bounces from spring to spring and finally lands in the slot labelled OUT.

"Didja ever see such damned luck?" the laborer bursts out disgustedly.

"Your philosophy is all wrong, friend," assures the professor. "Never put money in a machine with any expectation other than that of losing it. You can't win, y' know, it isn't intended that you should." He puts a nickel in the slot. "Anyone," he adds very precisely, "is a damned fool for playing these contrivances . . ."

So far so good—or is it? True, it phrases the idea of pin games in the way they should be played, but the way they should be played, the way a player ought to react, is only an ideal. There's too much negative psychology right at the start. And Burrell's story continues:

"What d'ya play them for, if ya know ya can't win?"

"The professor shrugs his shoulders as he releases the plunger. 'One might better waste one's money here than on some unutterably bad movie,' he rationalizes easily. 'It requires much less time' . . . They watch the ball in silence as it finally drops into a hole labeled 50, and the machine dutifully clinks out ten nickels.

"There, now, I've won fifty cents after having put in sixty' . . . and so it goes.

"Every week," Burrell declares, "sees thousands of dollars dropped into the innumerable marble tables that have inundated the country . . . As long as the player has the veil of rationalization to protect him, he purchases the pot of gold without stigma on his conscience. It matters not to the player that he knows the cards are stacked against him. Do you wonder at the oft repeated statement, 'The Americans are the most gullible people in the world'."

That probably is true, and the reason why coin operated amusement devices exist. But then Burrell blasts: "Man's insatiable appetite for gambling has given rise to a racket of unbelievable proportions. There have always been those who have taken advantage of his love of taking a chance . . ."

From there Burrell goes on to tell how slot machines first flourished in the open, then in the "back room." How some ingenious fellow came along and invented the marble game. How cash payouts (he called them "pay-offs") were made across the counter, then through the machine, and finally by ticket.

He tells his readers that "the operator usually figures the campus drug store is the place for a machine of the 'skill' type. The skill is involved in rolling it past the OUT hole in the center of the board so that it can end up in the OUT slot at the bottom." He says the more automatic type machine is best for the roadside beer garden, and race horse machines are fine for the local golf club. He declares that prices range from \$20 to \$500. He explains that "the operator buys the machines from a wholesaler and pays each merchant a percentage of the profit of the machine on the floor for the use of the space. The business is generally managed on a fifty-fifty basis—the operator giving the store owner half of the profits and pocketing the remainder." He indicates that "a good place under good conditions will yield as high as \$75 weekly apiece in the average town of 20,000 population. Under poor conditions the figures may drop to \$25, or even less."

Credit must be given Burrell for his statement that a number of things are apt to cause the operator sleepless nights. As one operator told him: "Don't get the idea that we cheat the poor public; we have to watch damn close that they don't cheat us." And then he tells the methods by which the public defrauds the owners of equipment, and the methods which are used to pre-

Last month we ran a story titled "So You Think It's a Racket" in order to demonstrate what might be done for the industry through favorable publicity. This month, to show how great a need for such favorable publicity exists, we point to the other side.



vent such fraud.

"Not so long ago," Burrell concludes, "I was talking to one of the executives of a Chicago coin machine firm whose capital runs into the millions.

"How is it," I asked him, "that most of the states have laws prohibiting gambling machines and yet you continue to turn out both marble tables and slot machines by the thousands? Why doesn't the government close your factories up if the states are bound to call the machines illegal?"

"Hell," he grinned amusedly, "what would they want to do that for? Uncle Sam is taking his ten per cent excise tax off from every machine that we turn out. There's nothing illegal about them as far as he's concerned."

"That's what I call two mules each hitched to the same wagon, and each pulling in the opposite direction."

As Mr. Burrell's story is reviewed here it isn't so bad as many that have been written. There's no talk of machine guns, and bombs, and all of that, and he only says "racket" once and refers but briefly to greased palms of law enforcers.

Yes, it might have been much worse. Burrell had his facts pretty well in hand—so far as they went. But there's another side to the story, and no one ever takes the trouble to tell it. Probably the reason is that it's such a common thing that no one would read it. And therefore the editors won't buy it. It concerns the operators themselves, and the fact that they're not racketeers but business men; that they don't have "molls" but wives or sweethearts who are respected and honored in their own communities; that they don't hide from the law but take pride in help-

ing to make the laws, as any decent, civic-minded citizen does and should; that some of them even go to church.

No, there's nothing exciting in that. It's too close to the average reader, who wants to experience strange things when he's relaxing and does it vicariously—by reading how others experience them.

But just the same it's a story that should be told, and it may be done indirectly and in a hundred different ways. Here's a case where the individual may do a great deal of good, simply by being open about his business. There's far less excitement in a woman totally unclothed than in one partially clothed, revealing a little here and there and indicating she may reveal more. So it is with the coin machine business. It's a lot more exciting when it's partly under cover. To bring it all out in the open will mean not a lessening of interest in the equipment, from the public's standpoint, but a dwindling of interest in "these lawless men who prey on the weak, and upon little children who don't know any better than to gamble their nickels away in the awful slot machines." It will mean less antagonism from newspaper and lawmaker and John Public. You may get gypped when you buy a can of food. The chances are you don't get half what you pay for, nor the quality you think you're buying, but you don't see newspaper headlines every few days assailing the grocer. It's an open business.

Gentlemen—operators—it's your move. You can write your own story by your actions and by the manner in which you conduct your business. Manufacturers have been approached time and again with pleas for good-will advertising to the public, and the responsibility is shifted back to the operator. In the long run, if anything is done, it will be the operator who builds the good will. And while his story won't appear in print, in nine cases out of ten, he'll get paid for writing it in his actions. And the pay will be in the coin of increased patronage and lessened interference.

## No Mints—

machine illegal.

MONTREAL. (RC)—Here is a warning to the coin machine industry. A coin machine which is not illegal when in operation is illegal if its custodian forgets to fill it up with the articles it is supposed to deliver, and thus results in loss of money to customers who got nothing back for their nickel. This was decided in Montreal by Recorder Leblanc when he found Jack Dunn guilty of keeping a gaming house, fined him \$10 and costs, and instructed the police to seize the machine.

Harold E. Erdrich, defense counsel, contended that machines which, like the one in question, give out candies for money, are vending machines, but the Recorder agreed with the prosecuting attorney, Antonio Lamer, that the fact that the machine did not give out gum or candy, as it was supposed to do, made it an illegal machine.

Defense counsel pleaded that his client had been so busy that he had been unable to find time to fill in the slots with gum or candy on the day on which the machine was seized.

## Popmatic Exec

visits California after hectic air trip.

LOS ANGELES.—Glad to be back on the ground after a thrilling air trip through storms, fog, sleet and snow, W. H. Rowlett, of the Popmatic Manufacturing Co., St. Louis, arrived in Los Angeles October 28th to close a deal with the Mohr Bros. for the exclusive distribution of the new Popmatic popcorn machine.

Rowlett was in the east when orders came through from St. Louis to catch a plane and fly to Los Angeles. All went well until the plane struck a storm, flying over the New England states and had to return to Washington, D. C., and land on a field knee-deep with soggy mud. "Our hearts were in our mouths as we looked down at the field and the pilots brought the plane lower and lower," related Rowlett. "We certainly thought our seconds on earth were few." However, the pilot made a safe landing and subsequent pilots safely brought the plane through two or three other storms to Los Angeles.

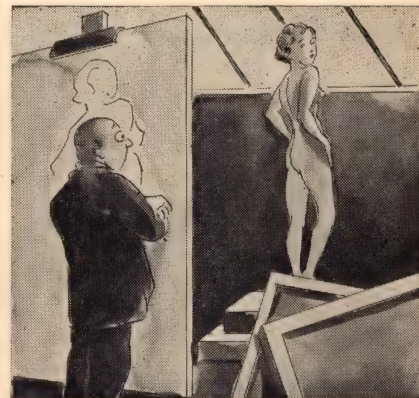
While here Rowlett expressed himself as greatly pleased with the appointment of the Mohr Brothers as exclusive distributors on the Popmatic. "They're a live wire organization and they've got a live wire product to sell. We are stepping up production in St. Louis immediately to take care of the flood of orders coming in from all parts of the country."

## Three Shifts

to produce "Skillo" as orders flood factory.

KANSAS CITY, Mo. (RC)—The complaints and wails of the men in the production department of the United Amusement Co. have been heard often and loud during the past few weeks. The reason is the new twenty-four hour schedule in this shop brought about by the new United machine, "Skillo," according to Carl Hoelzel, owner of United.

According to reports "Skillo" is finding a place in locations where pin tables and slots have been removed. And being a penny game the optional gum vendors are expected to keep it in good standing in any locality.



"Oh, Rafael, I'm so sorry I sat on that cane bottomed chair."

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STEP-UP CARD

Offers Big Profits for Small Investment. 133 Winners in all. (\$25.00 Top Payout)

Sample Deal, Complete, \$5.00. Dozen Lot Prices, Complete Deals, \$35.50 Each. Refills (Card & Label), \$2.75 Each.

DEAL TAKES IN (2280 @ 5c) . . \$114.00  
AVERAGE PAYOUT . . . . . 70.00

AVERAGE PROFIT . . . . . \$ 44.00

Write for Quantity Prices.

1/3 Deposit—Balance C. O. D.

Are you on our mailing list. Write for latest price list of new and reconditioned machines.

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ALL GAMES REBUILT BY FACTORY-TRAINED MECHANICS  
ALL GUARANTEED MECHANICALLY PERFECT!

SPEED KING.....	\$59.50
COLLEGE FOOTBALL.....	52.50
ROYAL RACES (Ticket).....	37.50
CAROM.....	46.50
CLASSIC.....	62.50
FLICKERS (Late Model).....	21.50
PREVIEW.....	39.50
LATONIA (Like New).....	69.50
DERBY DAY (Ticket).....	52.50
MAZUMA.....	29.50
LITE-A-PAIR.....	33.50
TEN STRIKE.....	27.50
TURF CHAMPS.....	49.50
POLICY.....	29.50

**\$14.50 Each**

DAILY LIMIT  
MULTIPLAY  
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ROUND-UP  
RED SAILS  
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**\$13.50 Each**

PEERLESS  
SUNSHINE DERBY  
SUNSHINE BASEBALL  
BONUS  
BALLOT  
DOUBLE-HEADER

**\$11.50 Each**

JUMBO  
DOUBLE SCORE  
STOP 'N GO

GRAND SLAM  
TROIAN  
PINCH HITTER

**\$5.95 Each**

CARIOCA  
GOLD RUSH  
PUT 'N TAKE  
HIGH POCKETS  
MYSTERY 3  
RAPID FIRE  
KLONDIKE

**\$7.50 Each**

BIG FIVE SR. and JR.  
BAFFLE BALL  
COCOANUTS  
DE LUXE 46  
GIANT  
HOLLYWOOD

One-third Deposit Required, Balance C.O.D. All Prices F.O.B. Chicago.

## ATLAS NOVELTY COMPANY

"The House of Personal Friendly Service"

2200 North Western Ave.

Chicago, Illinois

### New Beam-Lite

promises year's run,  
officials claim.

CHICAGO. — Basing their claims on amazing quantities of orders already placed by distributors, the fact that in its earlier version it was successful with nearly the same speed, and on the enthusiasm of players where the game has already been installed, Sam Wolberg and Sam Gensburg, officials of Chicago Coin predict a year's run at least for their new Beam-Lite of 1937.

History repeats itself as far as Beam-Lite is concerned, the two men declare, for in 1935 the game which operators acclaimed was both popular and profitable, and today it has been modernized and is meeting with the same enthusiastic reaction.

Game has a giant new blackboard with brilliantly colorful jewel lights, officials state, a flashing scoring register, and light up double and triple award indicators. On the unique playing field combination bumper springs and colored lights cause a combination of ball action and light up action that players agree is intriguing. Play is fast and simple, but fascinating.

Awards are based on the player's lighting three similarly colored jewels on the blackboard, ranged in rows of red, blue and green and controlled by a bumper on the field with a light underneath to correspond with the jewels on the blackboard. Player may win on three of the same color jewels or a combination of the three colors, plus 16 hits, and illumination of the Beam-Lite light at the top of the playing field.

Double and triple award indicators show

Mills Blue Front Slots, 5, 10 and 25c.	
Light Cabinets, Serials over 362,000.....	\$59.50
5c Jennings Chiefs.....	49.50
5c and 10c Watling Rotators.....	37.50
Jennings Century.....	29.50
Jennings Victoria.....	15.00
5c Watling Goosenecks, G. A.....	32.50
1c Watling Goosenecks, practically new.....	27.50
1c Paces Bantams, perfect.....	20.00
Mills Dial Venders.....	10.00

when a player has made additional hits above the required number for an award. The game employs five balls.

### Eddie Likes Miami, says business good.

MIAMI, Fla. — "A swell place to live and a real spot in which to do business," is Eddie Ginsburg's characterization of this town. Ginsburg, who is in charge of the local office of Atlas Novelty, writes, "Our sales are most encouraging. Each day continues to set new records, and the amount of orders being received daily is tremendous as compared to a few weeks ago.

"One of the main reasons for our astonishing success," he explains, "is the widespread approval on the part of operators throughout the coast. Personal service is exclusive with Atlas Novelty and because it is we can trace a large portion of our sales to it. By Atlas Personal Service we mean that operators are assured their orders receive the personal attention of an Atlas official, and in this way they are given the ultimate in service and satisfaction. The weather here is fine, Miami is fine, and I still take my swim every morning."

### Bazelon Works Overtime

CHICAGO. — "Business is boomin," reports Roy Bazelon, head of Monarch Coin Machine Co. Because of the many improvements and attractive innovations being introduced in new equipment, and because operators realize this, and knowing they can get any type of machine they want from Monarch, gobble them up. Bazelon's staff is reported as working regularly, and the chief is contemplating additions to his personnel.

Rockola Hold and Draw.....	\$ 10.00
Daval Tri O-Paks.....	11.00
5c Reliance Dice Machines.....	24.50
Reel Dice Machines.....	5.00
2 Rockola Phonographs, 12 Records, Multi Selective.....	90.00
Wurlitzer, 412 Phonographs.....	150.00
Wurlitzer, 616 Phonographs.....	227.50
Paces Races, used very little, mechanically perfect, 30 to 1 odds, serials to 3700.....	225.00

1/3 Certified Deposit, Balance C. O. D. Reference First National Bank, Hickory, N. C.

J. L. JONES SALES COMPANY,

Corner 13th Street and 11th Avenue  
HICKORY, N. C.

### Seeburg Game

wins interest of royalty.

CHICAGO. — While on a tour of inspection, according to a recent news item in one of the Chicago papers, the Duke of Windsor, once king of Great Britain, and his wife, were attracted by a hockey game in Germany, and it proved so appealing that the Duke played it. Not long afterward the J. P. Seeburg Corp. received a communication from a source considered reliable stating that the game which had fascinated the Duke was one of a group manufactured a few years ago by the firm, and shipped abroad after enjoying tremendous popularity here.

Seeburg officials indicate that they appreciate the honor paid one of the firm's products by royalty, and further declare that they will continue to maintain the same high standards of manufacture, quality and dependability which have made their present successes widely accepted and applauded by enthusiastic people all over the world.

"The poor guy's got so many kids, he hasn't a stitch of clothes to his back."

"Stork-naked, eh?"

And then one day she turned and saw that he was smiling at her! She smiled back at him! No—he didn't turn away, he didn't disappear. He looked at her more intently than before!

"Smile like that again," he said.

She blushed and dimpled. And he laughed and laughed.

"Just as I thought," he said, "you look like a chipmunk."



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ON AN IDLE GAME

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Humming with a

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TRANSFORMERS . . RECTIFIERS

Ask your Distributor!





## Omaha Coinews

By CHARLES P. RODMAN

A. F. Pawol, operating phonographs and counter slot devices at Platte Center, Neb., has had an infected hand for several weeks that caused considerable trouble, though it is on the mend now. Pawol states taverns as a rule are the best locations for phonographs although good restaurants are a close second. The counter machines give good returns from any place where people have access to them.

The Iowa law has been upheld by the District Court and at present the boys are attempting to operate nothing except phonographs, which it appears have been temporarily okehed.

Earl R. Smith of the J. P. Seeburg Corp., Chicago, was an Omaha visitor early in October. Smith is now district manager for a territory including Arizona, New Mexico, Utah and a portion of Colorado, with headquarters at Phoenix. This was his first visit to Omaha.

The Public Scale Co. is now distributor for Seeburg phonographs for the Omaha territory. C. E. Meyer is operator of the firm. He states the scale business is holding its own and chain stores, drug houses and smaller restaurants are good locations.

Al Johnson, president of the National Premium Co., is still confined to his home as the result of ptomaine poisoning from

eating Coney Island sandwiches more than two months ago. Al's many friends in the Omaha territory are wishing him a speedy recovery.

Omaha's police commissioner has ruled machines operating in the city, where there is no pay off, will not be molested. In other words, they will be classed as games of skill. Many of the Omaha operators are going in heavy for phonographs figuring it will relieve them of future trouble.

Tony Mangano, operating the distributing agency known as Howard Sales Co., Omaha, still insists he will leave for Los Angeles when the first winter hits here.

Western Specialty Co.'s Charlie Snyder reports a good business for Bally machines during the past month. Snyder is distributor for these machines in the Omaha trade territory.

H and Z Co., Omaha, under the management of Hymie Zorinsky, has just added 100 more peanut vendors to his list for the Omaha territory. Half of these are penny machines and the remaining 50 nickel vendors. Zorinsky also operates nearly 200 cigarette vendors and yet finds time to put in eight hours each day for a wholesale liquor and tobacco business.

The Johnson Music Co. has the largest selection of records of any coin machine house in Omaha, it is reported. This company has been in business for over twenty

years and at present is operating three different makes of phonographs and carries a complete line of records for each. Music is the big drive with this company yet it does carry a few of the smaller pleasure machines.

The Polly Sales Co., Sam Pepper operator, has sixty phonographs in operation in the territory surrounding Omaha. Sam makes no pretense at covering Omaha and has found the county seat towns ranging in population from 2,000 to 7,500 better income points than in the large cities. He has been in the business for twelve years and finds beer taverns and good restaurants always have a good "take."

Omaha distributors of phonographs have found the closing of Iowa to slots has greatly aided the sale of music machines. All report business in that line much better, and National Premium Co., President Al Johnson reports, sold 75 more Rock-Olas the last week of October.

Sam Colick, owner and operator of the Paramount Liquor Co., and until recently in partnership with Andy Warren in the coin machine business, has sold his interest to Warren, who will conduct the business in the future under the name of the Warren Service Co. This company carried over fifty phonographs and double that number of other coin devices. Warren will not greatly change the operating policy and will continue to seek good locations in restaurants and beer taverns.

## FOR A SQUARE DEAL

WRITE HOWARD SALES CO., 322 SO. 13th ST., OMAHA, NEB.

These machines are all in good running order, having been conditioned in our spacious shop. All merchandise sold to first comer. Terms: 1/3 with order, balance C.O.D.—no exceptions.

4 Mills War Eagle, 20 stop, 5c.....	\$ 45.00	1 Bally Blue Bird.....	22.50
3 Mills War Eagle, 10 stop, 5c.....	40.00	4 Paces Races, perfect condition, dark cabinets.....	140.00
3 Watling Twin Jack, penny play.....	20.00	1 Paces Races, light cabinet, used slightly.....	250.00
1 Pace Twin Jack, penny play (like new).....	25.00	10 Nickel play, Q T S green fronts.....	40.00
3 Pace All Star Comets, 5c play (like new).....	45.00	5 Nickel play, Q T S yellow fronts.....	30.00
1 War Eagle, 10 stop, dime play.....	45.00	4 Mills Blue Fronts.....	47.50
1 Columbia with stand, used three weeks.....	47.50	1 Mills Single Jack, blue front, late serial.....	60.00
1 Jennings Club cigarette vendor.....	20.00	4 Chuckalettes, best of condition.....	75.00
1 Pace Bantam, dime play.....	25.00	<b>Also a Few Counter Machines That Are Right</b>	
1 Jennings Duchess, dime play.....	25.00	1 Official Sweepstake.....	\$ 4.00
3 Mills Goose Necks, 25c play.....	22.50	9 Bally Baby Cig. Machines.....	9.00
1 Western Sweepstake (as is) auto pay.....	5.00	2 Groetchen Cigarette Machines.....	6.50
1 Western Sweepstake, automatic pay.....	15.00	2 Penny Packs cigarettes.....	7.00
1 Grand Champion Race Horse, automatic pay.....	15.00	10 Groetchen Penny Smoke.....	8.50
2 Jennings Double Jacks, 5c play.....	22.50	1 Reel 21 black jack.....	6.00
1 Watling Twin Jack, 5c play.....	22.50	1 High Stakes, like new.....	12.50
1 Mills Extraordinary, serial over 405,000, 10c play.....	60.00	1 Reel Dice.....	7.50
7 Derby Days.....	50.00		
5 Daily Races, Mystery.....	22.50		

**HOWARD SALES CO.** 322 So. 13th Street, OMAHA, NEBR.

(Tony Mangano)

## Epcos Bell Lock

foils would-be robber.

DETROIT.—An interesting communication received by A. B. Chereton, president of Electrical Products, told of an operator who found one of his machines in horrible condition. Because a lock-picking tool was found not far away, and the lock had signs of tampering, it was judged that robbery had been attempted. Fortunately the lock held and protected the operator's receipts.

In reporting the incident the operator failed to state the make of the lock, and though his answer was prompt Chereton declares he had to write to discover that it was an Epcos Bell Lock. But recently released to operators, Epcos Bell Locks are strongly constructed with solid brass tumblers; the slot is solid brass. Pick-proof to the highest degree, they have a flat key of solid brass with tumbler control cut on the inside edges, thus making illicit duplication virtually impossible. Key codes are fully protected.

She: "I'll have you know that I'm as virtuous as the day is long."

He: "I'll stick around. It'll soon be night."



# Stoner's RACES



**\$74<sup>50</sup>**

Tax Included

Lashing Quirts and Straining Horses  
Stoner's Races Set the Paces  
For a Bigger Profit-Maker!  
Sport of Kings, This Stoner's Races.

EASY TO UNDERSTAND . . .  
SIMPLE TO PLAY . . .  
DECIDEDLY SKILL . . .  
MYSTERY SELECTOR . . .  
SKILL POINTS UP TO 40 TO 1  
(ADJUSTABLE) . . .  
FAST PLAY . . .  
EARNING POWER OF MULTI PLAY  
TAKES IN ONE TO FOUR COINS ON  
EVERY PLAY . . .  
MECHANICALLY PERFECT . . .  
LIFT OUT PLAY BOARD . . .

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Irving Bromberg  
1481 W. Washington Blvd.  
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**AURORA  
ILLINOIS**  
Western Distributors, Inc.  
3126 Elliott Ave.  
Seattle, Washington





## Kutting the Korners With Karnofsky

Charley Streeter denies all rumors that he is planning to buy a farm in the near future and retiring. Long an operator in the Ballard district, Charley was regarded as a city fixture, and when he transferred his route to the northern end of the county and incorporated such towns as Carnation, Edmonds, Duvall and the rest of the farming areas into his operations, then the tongues began to wag and the heads began to shake. A couple of boys cornered Charley and asked him why he deserted all his city pals to go into the rural district, and Charley grinned and asked: "Ever hear of the farmer's daughter?" But seriously, Charley likes the wide open spaces and he's doing right well for himself.

The current mystery of coin machine row that is baffling the boys like they've never been baffled before: Why did Ernie Brennan high-tail it for Spokane one day the latter part of October without telling a soul about it? Some highly interesting developments should come out of this; so like the makers of Grape Nuts say, we'll continue this mystery cereal next month.

Joe Skewis, an expert auditor from San Francisco, has arrived in the Northwest. Not only will he check and double check the books of Western Distributor's Seattle and Portland offices, but he will install a new bookkeeping system.

The youngest addition to the Northwest coin machine circles—Barney Hein, step forward and meet the folks. Barney is 17 years old and is in the employ of Superior Distributors. Right now he's acting in pinchhitting roles: When one of the boys get caught short, when a machine needs to be moved, serviced or taken out, Barney is the lad who gets the call. All odds are on the boy to make good in this field, as he comes from sturdy coin machine stock. His father was an old-time manufacturer of pin games in the days when finishing nails were driven into plywood.

At every turn we hear Bob Walker, that merry prankster, telling the town about his eleven-months-old youngster and what an intelligent looking baby it is.

John Legaz, the Seattle operator who spent the summer in Alaska, is back in town. Legaz was engaged in radio work near Fairbanks and he reports the field, as far as radio is concerned, is a fertile one. He would like to return to the Far North, but the lure of coin machines is too

great, and he will take over his operating interests that have been ably carried on by his brother.

Bert Farmer, well-known digger operator and co-owner of Superior Distributors, left for a two weeks' business trip to California October 23, during which time he will get lined up on some new equipment.

Back in town is Slim Hulin, formerly ace mechanic and shipping clerk at Western Distributor's Seattle branch, who resigned there to take a position with a Raymond, Wash., operator. Slim's boss at Raymond ran into financial difficulties, however. The result was a receivership and Slim found himself out of a job. But experienced, all-around service men as efficient as Slim do not stay unemployed very long, and by the time this appears in print, Slim will probably have found himself a good-paying position.

## Original — Beautiful "SILVER KING"



Size 7x7x14 inches

**LOW  
PRICE**

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Order today from:

**MILLS - VIKING CO.**  
1356 W. Washington Blvd.  
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**WESTERN AUTOMATIC MACHINE CO.**  
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**AUTOMAT GAMES**

2425 W. Fullerton

Chicago, Ill.

Quality at a low price. Accept no Substitutes.

A Beautiful Vendor That Attracts More Pennies

A proven money maker on location from Coast to Coast. Holds five pounds merchandise. Vends anything—nuts, candies, novelties, etc. Beautifully finished in baked red enamel. Porcelain enamel finish available for \$1.00 extra.

Jack Block has moved his operating interests from Tacoma to Seattle. Jack is a Seattle boy who made good in Tacoma, having been reared, schooled and married in the former city before moving to Tacoma. Upon reliable authority, we have learned that originally his family name was longer, but he had it abbreviated, and like the Old Gray Mare, his name "ain't what it used to be." According to a well-versed party on Coin Row, the original spelling of his name had four letters added, the first of which was "h."

## Name Revelation

places correspondent in peril!

SEATTLE. (RC)—This newshound has never faced a firing squad, but since the last issue of the COIN MACHINE REVIEW, he has survived an experience that makes him very, very sympathetic toward those men who are lined up against the wall to face the business-end of rifles.

Readers of this page will recall that in last month's REVIEW we brought out a dark, deep family secret about H. B. Hoffman, manager of Jack R. Moore's Seattle branch. At the risk of our good health, and only because we had been reliably informed that he had a good sense of humor, we boldly revealed H. B.'s first name, which he had been hiding with guarded furtiveness through these long years.

Well, when this scribbler walked blithely into Moore's Seattle branch recently, he had taken no more than three paces when he found himself suddenly confronted by H. B. himself, who, with blood in his eyes, wanted to know who had exposed a family secret and thus made him a target for every ribber on Coin Row. When this reporter refused to divulge his source of information, H. B. motioned with beckoning finger to a trio of the company's strong-arm men who were unpacking some games nearby. The boys, with various tools in their hands, including a hefty wrench and a hammer big enough to break open a safe, gathered around with crooked grins on their faces.

Backed up against the proverbial wall, the perspiring writer was severely condemning himself for not taking out more life insurance, when Hoffman and his boys suddenly burst out into loud guffaws, and this very surprised scribbler looked around to find a half dozen or so operators provoking more mirth than is contained in a couple of circus tents.

The party that told us H. B. Hoffman had a good sense of humor was right . . . And how!

## Seattle Firm

makes rapid strides.

SEATTLE. (RC)—Established not quite a year, the firm of Superior Distributors, Inc., has made rapid strides in building up its organization here, until it now ranks as one of the largest operating forces in this city. Specializing in digger machines, the company has placed a great number of pieces of equipment throughout the city and has a working force of ten men to handle its operations.

Operators who have been recently added to the Superior staff include Doug Brand, formerly of Peerless Sales Co. of this city; Ed Reek, a veteran in the coin machine business; Howard Chandler, formerly a vending machine operator in Southern California; and Larry Whitworth.

Albert H. Farmer and Homer E. Baldwin are the joint owners of Superior Distributors.



## Personnel Changes

reported at Seattle's  
Western Distributors.

SEATTLE. (RC)—Two personnel changes have been made in the Seattle branch of Western Distributor's Inc., during the past month. Lou Wolcher has come from San Francisco to take over the direct management of the local office, and Claire Berman has been installed in charge of the enlarged punchboard and merchandise novelty department. Miss Berman has been employed in the San Francisco branch of the company for the past five years and she is well versed in her field. As a result of the large stocks of novelty merchandise they carry in stock, Western Distributors have become the buying center for Northwest digger men.

Wolf Reiwitz, manager of the firm before Lou Wolcher's arrival, remained in Seattle long enough to familiarize Lou with the workings of the local branch, and then took to the road. He will travel the Pacific Northwest section in the interests of the firm.

A recent innovation at both Seattle and Portland branches is the appearance of a weekly sales bulletin, which is being sent to the operators on the firm's mailing lists. Making its appearance but several weeks ago, and using as its slogan, "The Operators Department Store," the bulletin has scored a distinct hit. Written in fast-moving, breezy manner, it puts over the company's sales message in fine style. In the first issue appeared an open letter from Lou Wolcher, thanking his friends for their help at the time of the late Harry Wolcher's death and also explaining the purpose of the bulletin and how it came to be published:

"As you probably know," Wolcher wrote

in his letter, "my dear brother passed away on September 13th of this year, and to those many friends who helped at that trying time to arrange matters and to those who expressed their sympathy by means of the flowers, telegrams and cards of condolence which we received, I wish to extend my most grateful thanks and sincere appreciation.

"Harry Wolcher was the active director of the destinies of Western Distributors in the Northwest," the message went on, "and it was both his desire and aim to build this organization so that it would be a source of supply to the operators not only of equipment but also of parts, service, ideas and friendly dealings. A central point to help in carrying out the many plans needed in the eternal struggle to prevent discrimination against our and your business.

"He did not live to see this thought achieved. In a true effort to carry on and to perpetuate his aims and ideals we are starting a weekly news letter to every operator in the Northwest. We will try to make it interesting and profitable reading, and sincerely hope that this bulletin will help to make this organization even more than center of Northwestern operator activities than was his most sincere wish."

## Jottings . . .

By LOUIS KARNOFSKY

Our nomination for the Northwest's most optimistic and cheerful operator: A. G. Cassutt, upon whose lips there always plays a smile and whose constant good humor is a thing to marvel at. Incidentally, his nickname—as if you haven't already guessed!—is "Happy."

Mike Michael, the Romeo of Coin Row, was seen presenting one of his lady friends with a sumptuous box of candy which his namesake, Johnny Michael—no relation—helped get rid of in double-quick time. Mike is the brother of Charley Michael, the dynamic little operator who lives in Bellevue but operates in Seattle.

Who was the local coinman who received an offer from the Rev. Phillip A. Glass that made him angrier than a couple of nests of mad hornets? Our guess is that some practical joker furnished the Reverend with this coinman's



"Will you please take care of my private business while I'm away?"



**DON'T  
LET THE  
MAINTENANCE  
HEADACHE  
GET YOUR GOAT!**

use

**STANCOR PACKS**  
AND REPLACEMENT POWER  
EQUIPMENT

**STANDARD  
TRANSFORMER  
CORPORATION**  
850 BLACKHAWK STREET • CHICAGO

POWER PACKS . . . REPLACEMENT  
TRANSFORMERS . . . RECTIFIERS

*Ask your Distributor!*

name. Anyway, it was a lot of fun while it lasted!

Earl J. Heroux, the popular arcade man, was seriously ill a short while back, but now is on his way back to perfect health. Another former sick man who is back in good shape is Al Ferndon, mechanic at Western Distributors.

Frank Pate, old-time operator of Wenatchee, is now managing a resort at Lake Chelan—and doing a good job of it, too! Gold Curtis, of Yakima, has sold out his operating interests in that city and is now operating a high-class photograph machine. He has his machines placed in the highest type of hotels and resorts.

The lure of the Northwest still has its hold on Briz Crabtree, former Northwest representative of the Mills Novelty Co., who is now back East. Briz wrote a chaty note from Baltimore to his Seattle friends, stating that it felt good to be back in his old stamping grounds, but that nothing compared with this grand and glorious Northwest country of ours. Briz sent along a nifty locking program that he got at the Navy-Harvard game.

"Jim is not very trustworthy, is he?"

"I should say he isn't. Why even the wool he pulls over your eyes is half cotton."

It's unfortunate if an unemployed man becomes a father—especially if he hasn't done anything for two years.

## Soft Pickin!

## CIGAR BOX OR JAR DEAL

960 tickets and seal card go in ordinary size cigar box.

Set Takes In.....\$48.00  
Average Payout.....31.20

Average Profit.....\$16.80

Set consists of 8 sets 120 ticket, 2 way tip tickets and seal card 5 1/2 x 8 inches with 90 green seals and 14 red step-up seals.

The 90 green seals consist of six \$1, twenty 50c, four RS (entitling winner to pull at red step-up seals), and the balance 25c seals. 65 pulls at these.

The red step-up seals consist of twelve 3.00, one 5.00 and one 10.00 seals. Highest possible number of pulls at step-up seals 4; lowest possible number of pulls at step up seals, none.

The following tickets pull one green seal each, and each has an equal chance at 10.00 top payout:

101-102 | 105-106 | 109-110 | 113-114  
103-104 | 107-108 | 111-112 | 115-116

One pull for last ticket in set. Sixty-five pulls in all.

No label necessary.

Can be handled in jar or cigar box. Fasten seal card to inside of cigar box lid with four thumb tacks and you are ready to go. Open lid and tickets and seal card are before players. The handiest and best deal yet.

The fact that operators and dealers are increasing their orders weekly, and some of them even doubling their weekly orders is the best proof possible that this set is making money faster for them than anything on the market. Get your sample now and try it for yourself.

PRICE PER SET \$1.65; DOZEN SETS \$16.50

Jobbers and large operators prices on application.

**BARNES PRINTING CO.**  
NEW PARIS, OHIO

## THE "HI-LOW" COMPLETE TOY PACK

Contains 275 to 300 Novelties and Toys for one complete fill for 1c Novelty Vending Machines, packed by:

**M. BRODIE, 2182 Pacific Ave., LONG BEACH, CAL.**

3311 Ross Avenue, Dallas, Texas

1120 South Park, Omaha, Nebraska

Distributor: "MASTER" Novelty Vendors—Mail Orders filled promptly.



# NEW YORK



## Sixth Annual Association banquet most successful.

NEW YORK CITY. (RC)—Amalgamated Vending Machine Operators' Association and the Greater New York Vending Machine Operators' Association, Inc., met at Manhattan Opera House Sunday evening, October 3, for their Sixth Annual Banquet and Dance, and more than 900 operators, their wives, children, relatives and friends, mingling with leading manufacturers, jobbers and distributors, termed it the most successful and well-attended in years.

Guests arriving early were greeted by Al Lipshay, Amalgamated's assistant manager, and Lou Goldberg, the Association's

former managing director, and were taken to the grand ballroom, where they were entertained by Harold Kahn and his Society Orchestra until the rest of the crowd gathered for the march to the banquet on the dance floor below.

In an address of welcome which preceded the entertainment, Amalgamated's Board of Director's Chairman Marvin Leibowitz thanked those who had arranged the affair, introduced celebrities, among them Homer Capehart, Ray Buckley, Willie "Little Napoleon" Blatt, Dave Robbins, and George Ponser.

Eddie Bruce, emcee, introduced a series of sparkling acts that won applause and undoubtedly marked the evening's high spot: The Ames Sisters, fresh from leading Broadway theatres; DeMay, Moore and Martin, who convulsed the crowd with a burlesque ballroom dance; Sugar Nichols, sensational Warner Brothers and Twentieth Century-Fox star, who sang and danced; Robert Brinn, radio star; and Mille and Bille, late of New York's Cotton Club, who wound up the entertainment in a burst of rhythmic glory with rumba and swing dances.

Hovering over the gathering as hosts and "godfathers" were Smiling Joe Fishman, Amalgamated's managing director, and Saul Kalson, of the Greater New York organization.

Among Amalgamated notables attending were Lee Rubinow, Morris Silverstein, William Pragnell; Moe Gladstone, Herman Gross, Joseph Kleinman, Martin Roth, Lou Rose, Lester Klein, Murray Lax, E. A. Schoenberg and Philip Kraemer.

Greater New York notables included: Max Leibner, Max Weiss, Morris Karlitz, Jack Tashman, Bennet Mintz, George Antine, David Baron, David Friedman, Harry Goldstein, Morris Gordon, Samuel Kramer, William Levey, Louis Marshall, Benjamin Meltzer, Philip Raisen, Benjamin Robbins, Isidore Rosen, Morris Sarnowich, Hyman Silver and Bart Hartnett.

David Buckman, London (England) coinman, was present as guest of New York Distributor Leon Taksen.

## Associations Meet to discuss direct selling.

NEW YORK CITY. (RC)—Their annual banquet and dance successfully over and a matter of history, Amalgamated Vending Operators' Association, Inc., and the Greater New York Vending Machine Operators' Association met jointly again at the Broad-

way Central Hotel in New York, Thursday evening, October 14, to consider the possibilities of operator purchases direct from factories.

Lou Goldberg, former managing director of Amalgamated and now actively associated with Banner Merchandising Corp., greeted the several hundred coinmen present, and referred to the faces of non-members present whom he welcomed and urged to affiliate with either of the two groups.

Selected as chairman for the evening, Lee S. Rubinow, Amalgamated president, called upon his Association's Managing Director, Joe Fishman, who appealed for cooperation and urged operators to be serious in what might follow. Saul Kalson, capable director of the Greater New York organization, spoke next, made a fervent appeal for help for the operator, and related the history of coin machine operation in New York from the time when operators bought games for \$15, to the present day, when machines run as high as \$80. The cost of the games, he indicated, is forcing operator after operator to the wall.

Faced with a situation of this sort, executive heads of the organizations got together, and their findings took concrete form in a meeting with Messrs. Buckley and Fitzgibbons of Bally, wherein a tentative plan was drawn up to solve the problem, and to go into effect when both groups agreed to it.

Fishman again took the floor and outlined the procedure which calls for a \$10 deposit from each operator interested in sample Bally games. This \$10 commits the operator to one purchase, but if he does not care for the Bally machine he need not put up the money. Details of trade-in, servicing and credit were not worked out, Fishman stated, but were left for later when the major premise of the plan would be decided.

Amalgamated's Board Chairman Marvin Leibowitz clarified some of the issues that were questioned, and stated that while it might work against the interests of jobber and distributor the plan would help the operator and would stabilize the industry. Purchases would have to be on a cash basis, he indicated, and non-members would receive deferred shipments of desirable games. It was further declared that Bally had no intention of flooding the market with games, preferring, rather, to turn out as few games as possible if individual games were successful.

To secure the other side of the story Chairman Rubinow called upon several of the jobbers present. First was George Ponser, of the firm bearing his name. He reminded the operators of the function of the jobber and distributor, stressed service, trade-ins and credit. He estimated that fully 95 per cent of the operators in New York were being carried by jobbers, and made it clear that he believed jobbers and distributors not only put a lot of men into business but made it possible for them to continue. With the jobber out of the picture, Ponser wondered about such matters as service and parts, and if the operators go directly to the factories, he wondered what would become of the trade-ins. He assured operators that it would be difficult for operators if they "did away with the middleman in the coin machine industry."

Next speaker in behalf of the jobbers was Charles Aaronson, of the Brooklyn Amusement Co., who declared that jobbers are "goats," with the operator squeezing

(See NEW YORK, Page 75)

## USED MACHINES

Get our prices FIRST.  
Bargains in all type of coin-  
operated equipment:

**AUTOMATIC PAY TABLES**  
**NOVELTY GAMES**  
**RADIO RIFLES**  
**PACES RACES**  
**DIGGERS**

*Write for List TODAY!*

## ACME AUTOMATIC AMUSEMENTS

2632 E. 7th St. Long Beach, Calif.  
Phone: 815-33





## With Oregon Coinmen

By DAN C. FREEMAN

On mornings of October 8 and 15, at Spokane and Seattle, the Jack R. Moore organization was host to large gatherings of operators at which the real guests of honor were the Symphonola Rex and Royale 20-record machines just making their debut in the Pacific Northwest. Jack was the master of ceremonies, and about fifty were present at each of the breakfast affairs. All sections of the Inland Empire were represented by live operators who immediately began placing substantial orders.

At the Seattle coming-out party a feature of the meeting was provided by Larry Dorsey, formerly a professional entertainer, who quit the uncertainties of vaudeville engagements for the less glamorous but highly satisfactory post of representative of the National Carloading Co. From Grays Harbor came Les Neal and Otis Morehead; Bob Allen was up from Portland. On the serious business side of matters those present will not soon forget the talk by George Schnabel of Bellingham. George is not only an experienced operator but originator of the new Bally game Fleetwood. He told of his experiences in perfecting and bringing out this highly successful game which the Bally company is manufacturing.

Photo of Seattle gathering shown at bottom of page.

Oldest old-timer present was Charlie Young of Centralia who has witnessed the development of counter games for the past forty years. The newest old-timer who reported was Mr. Shay, of Shay and Andrell, Seattle. . . . A few days after the debutantes—the Rex and Royale—had been introduced, Jack left his Lincoln Zephyr and took to the air. In Chicago he was one welcomed guy because he had an order for ten carloads—640 machines—in his inner pocket.

Charles "Dick" Robinson, for twelve years cashier in the Bank of California,

in Seattle, has been appointed comptroller of the financial affairs of the Jack Moore organization and has assumed his duties in Portland. He will have charge of the bank accounts and finances and accounting of each of the seven Moore offices.

Ben Levin, Northwest Amusement Co., who went East through the Panama Canal, is on the homeward leg of his long journey. He wrote from Chicago to the home office that he was taking in all the manufacturing plants and calling on operators.

George and Bill Graves, formerly Portland dealers in coin machine games are in Australia, and were lucky enough to get out of Shanghai just before the shells began to drop, according to the Arnsberg boys to whom they write occasionally.

A. E. Condon of Lewiston was a recent caller in Portland.

The Earl Bush triplets (Marshfield, Oregon) will observe their first anniversary November 30. Their pop says the Dionne quins haven't anything the triplets haven't got.

H. B. Hoffman, manager of the Moore office in Seattle territory, was a visitor in Portland chiefly, he said, to get away from operators hounding him for phonographs which he is at present unable to supply.

Herb McClelland, Pacific Mfg. Co., Los Angeles, is spending the major part of his vacation in and around Portland and the Northwest country.

A new and courageous definition of the status of the coin machine business was given by Attorney Walter L. Toose, before a general meeting of the Oregon Merchants' Legislative League at which were represented operators of vending machines and games, and the discussion ranged on the move to legalize all coin operated games and punchboards.

"Not mere profit actuates those who promote and engage in what are termed gambling devices," said Toose.

"The first and by far the most important purpose," the attorney emphasized, "must be to reduce to an irreducible minimum the gambling practice among all people. The second must be to protect youth from

active contact with all forms of gambling and effectually to prohibit and discourage its practice by adolescents. The third must be to regulate and control by law the practice of gambling and the use of gambling devices in such a manner that the minimum play so achieved will pay the state and its cities for policing the games and the places where they are operated and played; and, they must be made to produce a special state revenue that can be directly applied to the social and economic security of the people, particularly, those of advanced years and thus in a measure reduce the staggering tax burden being borne by taxpayers."

"Can't you help me select a gift for a wealthy old aunt who is awfully weak and can hardly walk?"

"How about some floor wax?"



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**FLEETWOOD  
CLUB HOUSE  
BALLY STABLES  
1937 AIRWAYS  
LINE-UP**

Write for  
Descriptive Literature

**BALLY**  
MANUFACTURING COMPANY  
2640 Belmont Avenue  
Chicago, Illinois





**Announcing**  
THE OPENING OF DISTRIBUTING HEADQUARTERS FOR  
**PACIFIC'S**

# GUM MERCHANT

*The Biggest Merchandising Idea in Ten Years*

**SEE IT TODAY!!!**

Stock on Hand for Immediate Delivery

Also a Full Line of Coin-Operated Vending and Amusement Machines

**REINHART NOVELTY COMPANY**

H. J. REINHART, Manager

**711 McALLISTER STREET • SAN FRANCISCO, CALIF.**

## Daval Expands, consolidates activities.

CHICAGO.—"With the steadily increasing flow of business coming to Daval and its affiliates, Ranel and Acme, from operators all over the world, we have been forced to concentrate our production at one central point. This is in the interest of providing even better service to our customers and it enables us to maintain better control over our production."

Thus, last of October, did A. C. Douglass, president of Daval Mfg. Co. and of Ranel, Inc., producers of the new U-Pop-It popcorn vendor, announce expansion and consolidation of all activities of those two firms, together with a third affiliate, Acme Novelty and Mfg. Co., makers of sales-

boards, in a new plant at 315-325 North Hoyne Street.

"Daval Mfg. Co. has long been recognized for the quality of its products and we intend to maintain that same quality in everything we do," Douglas continued. "The trade has always looked to Daval for the latest and newest profit-making ideas in counter and amusement game equipment. We have further expanded our activities to include a complete line of salesboard and push card items together with a wide variety of business stimulators. Then again, in producing U-Pop-It, we are offering the most sensational equipment for permanent income in the legitimate vending field."

Regarding the future for operators in the merchandise vending field, David Helfenbein, secretary-treasurer of Daval Mfg. Co. and of Ranel, Inc., concurred with Douglas, adding: "Locations are waiting for just such a machine as U-Pop-It . . . the operating field needs the stability of merchandising devices, and operators need the assurance of steady income."

In the consolidation activities of the organization, Ben L. Kulick becomes vice-president of Ranel, and is in charge of sales for both Ranel and Daval. In charge of the third phase of Daval's business, Jack Freed, as president of Acme Novelty and Mfg. Co., is pushing the firm into front rank in the punchboard industry. Freed has been identified with the salesboard manufacturing business since its inception, and has had a hand in the development of all the automatic machinery used by leading companies in their manufacture of punchboards and sales cards.

Well known to music operators all over the country is R. G. Norman, most recent addition to Daval personnel. Norman assumes charge of sales promotion and advertising for the parent company and its affiliates, and working with him is I. D. Rotkin.

## Lemke Flies

DETROIT. (RC)—Henry C. Lemke has been on the fly again, visiting Cleveland, St. Louis and Chicago by plane for the purpose of investigating new lines to replace the pin games which have fallen somewhat out of favor as a result of the beer garden ban. He plans to take on several new types of merchandising machines ranging in price from \$100 to \$300 each, so that he can provide a balanced selection for every type of location.

## Gum Merchant

**distributing headquarters  
opened in San Francisco.**

SAN FRANCISCO.—To better serve the operators of Northern California, H. J. Reinhart, exclusive distributor for the new Pacific Gum Merchant, has opened offices under the firm name of Reinhart Novelty Co., 711 McAllister St., at San Francisco.

Reinhart is not a newcomer to the coin machine field. Back in 1923 he joined the Toledo Scale Co. as serviceman, leaving in 1927 to join the Federal Mfg. Co., which was then building the Ropp automatic baseball machine. When Whiffle was announced Reinhart formed an association with H. W. Daily, owner of the South Coast Amusement Co. in Houston, Tex., and the two operated extensively for several years.

"I always like to tell about my association with Daily," declared Reinhart. "Daily has the reputation of always being honest and fair in all his dealings with operators. Throughout the State of Texas he is admired and respected as one of the cleanest and finest operators in the state."

Reinhart and Daily were closely associated with the development of the new Gum Merchant during the past two years and when the Pacific Manufacturing Corp. took on the manufacturing of the vendor Reinhart agreed to come to California and act as distributor for the machine.

Operators throughout the northern part of the state are invited to inspect the new machine at the show rooms of the Reinhart Novelty Company. Adequate stock is carried in San Francisco for immediate deliveries.

## New Profit

**in Bumpers.**

PHILADELPHIA.—There is new life for Bumpers, and new profit to be found in them, according to report of operators who have been salvaging obsolete equipment. The man responsible for this rehabilitation is Cy Glickman, who replaces the scoring mechanism in Bumpers and Skippers with one which shows poker hands at each bump.

The rehabilitation process, said to be accomplished at little cost, includes the change in mechanism, painting, new glass, and everything needed to make the machine virtually a new game. Called Poko-Lite, and first introduced here and in New York, operators are reporting more than satisfactory returns.

## New Payouts Ready

CHICAGO.—Preparing for heavy fall and winter buying, Bally Mfg. Co. has announced three new automatic payout games. First is 1-shot Fleetwood, custom-built hole-type table with changing odds, win-place-show purse awards, and multiple (four nickels) play with award increasing up to \$8 top. Second, single-coin 1-shot Bally's Stables, promises to be another Preakness in earning power, long life and sales volume, officials believe. Most revolutionary is the third, Club House, a console with 7-coin selector-type play with changing odds and win-place-show pure awards. Latter game has a vertical display front so that entire play layout is upright instead of flat, and thus enjoys greater visibility on location.

## VENDING MACHINE OPERATORS

The fall season is now on!  
Have you ordered your  
supply of—

**CHOCOLATE  
RAISINS  
and  
CHOCOLATE  
SPANISH  
PEANUTS  
WE HAVE THEM!**

**WRITE FOR FALL PRICE LIST  
INCLUDING OVER 20 ITEMS  
(Fill in Coupon for Price List)**

**PAN CONFECTION FACTORY**  
(National Candy Co., Inc.)  
343 W. Erie St.,  
Chicago, Ill.

Gentlemen:  
Please send me full particulars of  
your Hard Shell Candies, including  
Chocolate Items.

Name

Address

City

State

(Use Pencil, Ink Will Blot)



# THE BIGGEST MERCHANDISING IDEA IN *10 Years!*

Southern California Distributors

**Pacific Mfg. Corp.**

1320 South Hope Street  
Los Angeles, Calif.

Northern California Distributors

**Reinhart Novelty Co.**

711 McAllister Street  
San Francisco, Calif.

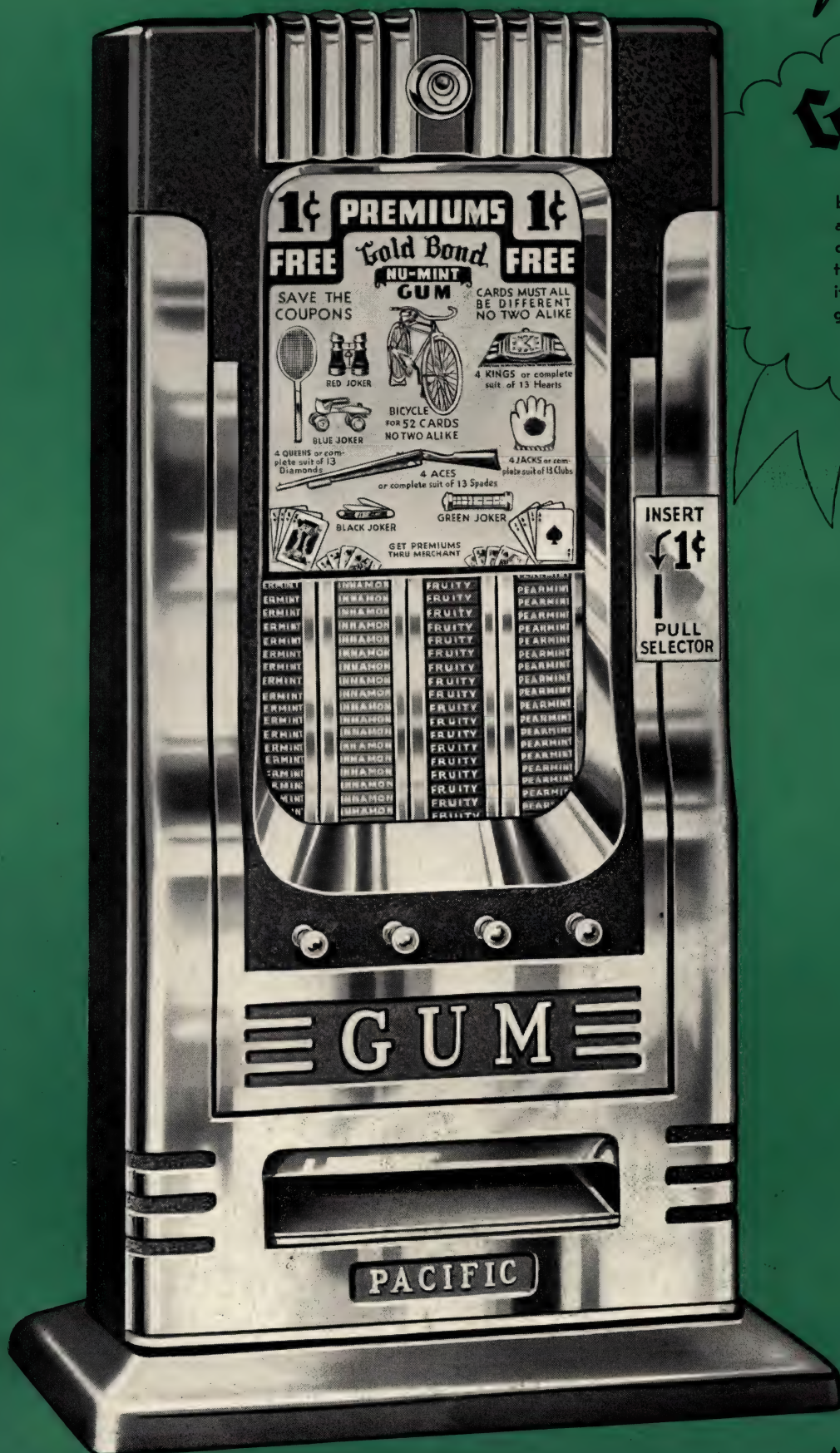


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# Pacific's *Makes* GUM MERCHANT

## GUARANTEE

Pacific's GUM MERCHANT is precision built of quality materials. It is fully guaranteed for one year against any mechanical defect arising from workmanship or materials. Under ordinary operating conditions it should last for five years and longer if given only the usual care.



A high quality machine, priced right with the times. A small investment bringing large returns.



# BIG AS WELL AS STEADY PROFITS

## POSSIBLE FOR THE *first* TIME

The biggest merchandising idea in 10 years! Combines the steady, sure, repeat business of the ordinary gum machine with the FAST QUICK profits heretofore associated with only games, bell machines and boards. This new idea assures you of the richest locations for gum vending machines. And in addition increases the richness of these same locations from five to ten times!

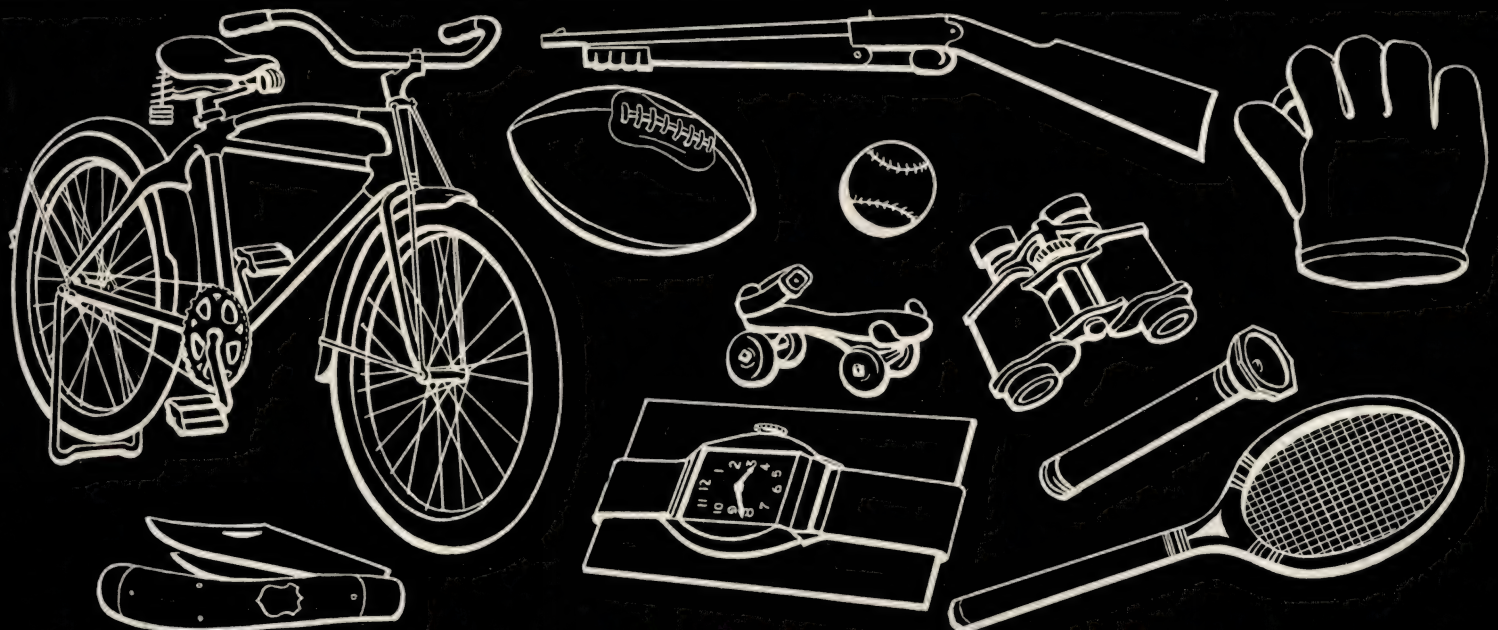
Lack of space prevents us from going into full details. But in short the plan is this: with each stick of gum the purchaser is given a coupon redeemable IN CERTAIN COMBINATIONS for valuable merchandise right on the spot. No waiting. It is not necessary for purchasers to store up stacks and stacks of low-value coupons. Pacific's clever new plan does away with that. Instead of saving coupons for months and months in the hope of getting prize merchandise the purchaser has the opportunity of getting it immediately. Yet everything is under the control of the operator—every inch of the way.

So simple is the plan that one man may run 200 machines without help. And so profitable is it that he may hire a route man for \$30 or \$35 a week and still make twice again as much for himself—every week in the year! All the details—all the prize merchandise are supplied by Pacific.

And in line with Pacific's policy of helping the operator make money there will be no overcrowding of territory. No overlapping.

There will be no more operators in any given territory than absolutely necessary to cover the locations properly.

So no matter what you are operating now — whether it's diggers, rotaries, peanut machines, amusement games, bell machines, pay tables or what not . . . let us give you the inside facts. Let us show you how to make more money. Extra money. Write today. Others may be asking for your territory. Act now. And be first. It is positively the biggest merchandising idea in 10 years!





## PROFITS and PREMIUMS Galore with Pacific's GUM MERCHANT

Imagine!—offering bicycles, wrist watches, footballs, binoculars, roller skates, knives, rifles, clocks, toasters, kodaks—all for a few penny sales! High class merchandise for each purchaser! Yet the plan is so well thought out that instead of sacrificing any profit to give these prizes, you actually increase your profit five to ten times! Look at the premium card illustrated at the top of the GUM MERCHANT'S display window. See how easy it looks to complete the necessary suit or successful combinations. No wonder this plan has made such tremendous profits for operators who have already started with it!

### AND PERFECT, SLUG-PROOF PERFORMANCE

The GUM MERCHANT has been scientifically engineered. The mechanism is a marvel of efficient simplicity. Nothing to go wrong. Nothing to jam and require an expert mechanic. Yet so expertly has its mechanism been contrived that it is just about 100% slug-proof.

### DEAL YOURSELF A WINNING HAND!



Pacific's GUM MERCHANT deal certainly looks good, doesn't it? It is! Good for operators of all types of merchandising machines. Good for peanut machine men. Candy vending operators. Digger and rotary merchandise operators say "It's a life-saver!" Amusement game operators — even bell machine men—will equip with Pacific's GUM MERCHANT without delay. In fact, every alert coin machine man will recognize tremendous perpetual profits in store with Pacific's GUM MERCHANT in operation. It's built for the whole coin machine industry.

So, deal yourself a winning hand! Let Pacific's GUM MERCHANT raise you to more stable and profitable heights than you've ever dreamed possible before. Your action today can place you far out in front in your territory. Act quick! Act before other alert operators recognize this mighty newcomer's merit and beat you to the territory—Be first.

**INSTALLATIONS** Looking down the page you see the ready adaptability of Pacific's GUM MERCHANT to every location requirement. May be placed on top the counter or nestling snugly beside the cash register where pennies pass and re-pass by the thousands. Pacific's GUM MERCHANT is so constructed that it can be easily attached and locked to the wall. Or, where desired Pacific's GUM MERCHANT is furnished with a wide base and pedestal to stand on the floor.

To tell the whole story of Pacific's GUM MERCHANT . . . more about the time-TESTED and PROVED merchandising plans that go with it, calls for more detailed information. A sample order for Pacific's GUM MERCHANT will include everything. Or, you can obtain all details by sending a postcard. Writing a letter. Wiring. Just be sure to let us know immediately that you are interested. The best territories are sure to go fast!



ON THE COUNTER



BESIDE THE CASH REGISTER



ON THE WALL



WITH PEDESTAL OUTDOORS

**PACIFIC MFG. CORPORATION**

4223 LAKE ST. ★ CHICAGO, ILL.  
LOS ANGELES OFFICE — 1320 S. HOPE ST.



# FORWARD--

*The newest development in automatic merchandising shows that the industry has just begun to discover its possibilities.*

*By Einar Wilslev*

The theatre is dark. The first feature has ended and the prevues of coming attractions have been run off to the great boredom of the audience. The newsreel begins. Shanghai in shambles. Italy and Germany in Spain. A lost airliner found. Then, suddenly, a series of shots of the United States Navy, the Stars and Stripes floating over the nearest ship, and President Roosevelt saying "We must find a way to peace."

Though it's an old, old story, the flag and the ships and the President send a thrill through the average man and he applauds, and turns to his neighbor and says: "Surely America is the greatest country in the world."

On some things there's no denying that. But when it comes to this coin machine business . . .

While American operators talk about the newest in phonographs and amusement machines, boast of how there's no country in the world which has such a wide array of games and amusements available for the operator to install, quietly and with little notice in this country, Germany, Denmark and a number of other European nations go ahead and outstrip our land in quantity and variety and uses of merchandisers.

The story has been repeated from time to time in the REVIEW: How the vending machine is never used during the daytime, but after six o'clock, and until the shops re-open in the morning, vending machines stand in front of each place and no store is open.

It's just as well, no doubt, that American merchants are permitted to keep pretty much whatever hours they choose. But while they do so they limit the possibilities of vending machine development to far less than they should be, simply because no one seems to think they are useful or necessary.

In the Columbus, Ohio, area, for example, a recent count showed some 680 phonographs, 520 pin games, 2,600 peanut machines, 980 scales, 35 bowling games, 25 ray guns and 700 gum machines. These figures indicate that vending machines outnumber other equipment about 1½ to 1. Considering the total investment, they are 'way below other equipment. Yet their possibilities are as limitless as ever.

No man in the coin machine business thinks more highly of the particular field in which he is engaged than does the vending machine man. No man thinks

the business is safer than the vending machine man. No man is more anxious to see it develop than he, and accordingly it seems likely that with this community of interest vending machine men are going to push their share of the coin machine business ahead far faster and more lastingly than any others.

A step in this direction was taken in San Francisco last month. On the morning of October 20th every employee and executive working in the ten largest office buildings in the city found one or more colorful advertising blotters on his or her desk, blotters that had not been there when the office was closed the previous night.

These blotters aroused considerable curiosity, for they called attention to "The Automat" and gave the number of a room in which the "Automat" had been installed.

It is not hard to imagine secretaries slipping away from their desks, and employers sneaking out and away from appointments, curious to visit this "Automat" and find out what it was all about. Those who didn't get away for some reason or other, had the answer, and were provoked to further curiosity, by a letter which reached them the same morning, a letter which read:

"The management of your building wishes to announce that a refreshment service in the form of an AUTOMAT is now open for the convenience of all tenants and their staff of employees.

"Because top speed performance is demanded in all modern business of today, this finger tip service enables you to definitely increase the efficiency of your employees without any cost to you.

"Statistics shows a refreshed worker is a better worker.

"The AUTOMAT will save for you because it

"Refreshes employees at the time of a usual normal let-down; a greater output of work is inevitable.

"Keeps entire staff in building, solving the ever present problem of employees leaving the building for some form of refreshment.

"A friendly refreshment creates harmony among all employees—more and better work is the natural result.

"May the AUTOMAT have an opportunity to serve you?"

(Continued on Page 47)





Herman Paster (right) of Mayflower Novelty Co., St. Paul, Minn., and Jim Buckley, Bally Mfg. Co.'s general sales manager, are shown here just after completing arrangements for large shipments of Bally's new payout equipment.

## Maine Ramblings

By HENRY MILLIKEN

Maine operators are now enjoying a "breathing spell" after several months of activity. The majority of the summer residents left for their out-of-State homes early in September, and since Labor Day the receipts in the cash boxes have shown a marked decrease as compared to revenue received during June, July and August.

Since early in May your correspondent has been rambling around New England in a gas buggy. And what struck him most forcibly during the past Summer was the fact that automatic music is hitting a stride never before attained in this northeast corner of the United States. Further more, operators have been purchasing new equipment.

Popularity of the coin-operated phonographs is not limited to the large cities; towns of less than 500 population favor music rendered by these machines, as attested by the number of nickels which operators get from the coin boxes.

Some of the Maine cities and towns with almost complete "coverage" of automatic music include Bangor, Millinocket, Bath, Houlton, Presque Isle, Rumford, Ellsworth, Bluehill, Bar Harbor, Old Orchard Beach, Lewiston, Auburn, Boothbay Harbor and Augusta. The "music men" of Bluehill, Ellsworth, Bar Harbor and Boothbay Harbor—plus Old Orchard Beach—depend greatly on the "summer folks," while the manufacturing cities and towns such as Lewiston, Auburn, Bath, Millinocket and Rumford show a steady profit every month of the year.

In New Hampshire, I noted that peanut, gum and candy vendors were receiving a goodly share of patronage—as well as the phonographs. From personal observation, the Capitol City, Concord, had more up-to-date machines than any other city or town in the state, although Berlin, Rochester, Claremont, Franklin, Manchester and several other cities boasted many coin machines which were receiving the well-de-

served patronage of residents as well as visitors. The majority of New Hampshire people are amusement fans, and spend money freely. This, with the fact that business was excellent during the past year in the state, perhaps was responsible for the vastly increased revenue received by these operating coin machines.

The only lady operator in Maine, as far as can be discovered, is Mrs. A. H. Meserve, of Portland. Mrs. Meserve owns and operates nearly a hundred cigarette vending machines. The machines that she owns are always clean and well stocked, and her employees are efficient, polite and well-dressed. Obviously she is an able business woman.

At Old Orchard Beach, favorite rendezvous of thousands of New England and Montreal folks during the Summer, there is now but little activity. This, the most famous bathing beach in Maine, now has an appearance of desolation. Amusement centers display signs: "Open April 15." The majority of the firms reported excellent business during June, July and August. ●

## REGIMENTATION

The modern philosopher walked down the street. He looked about him, determined to philosophize. Suddenly his eye perceived three girls walking toward him. "Bah," he said to himself, "girls nowadays are all alike. Look at those three—dressed all alike, walk alike, look alike—no originality. A person would think they were sisters."

They were.

## Justice Demonstrates

skill in pin game play.

MONTREAL, Canada. (RC)—The unusual spectacle of a chief justice on the bench trying his hand at a pin game was witnessed in the Court of Appeal at Osgoode Hall, Toronto, during the hearing of an appeal against the City of Kingston, Ontario, which had imposed a \$500 license fee on slot and other machines. H. L. Cartwright, appealing argued that the license fee was ultra vires of the council, as it was prohibitive rather than regulatory.

"I am not qualified to hear this case, because I know these machines from time immemorial," remarked Chief Justice Latchford, to whom Cartwright handed up a pin board which the Chief Justice operated himself on the bench.

Mr. Justice Henderson remarked that it was not a slot machine.

After the display of skill by the Chief Justice, the court reserved judgment. ●

"Is your husband in?"

"Yes, why?"

"Well, you know I'm due to collect the installment on your day-bed this afternoon."

"Shhh! He's going out in a few minutes!"



## LADY LUCK

1200 Hole Form 4190

Takes in . . . . . \$40.00

Pays out . . . . . 19.00

Price with Easel—\$1.46  
Plus 10% Federal Tax

HOLIDAY BOARDS, HOLIDAY  
CARDS, HOLIDAY HEADINGS

CHAS. A. BREWER & SONS

Largest Board and Card House in the World

6320-32 HARVARD AVE.

CHICAGO, U. S. A.



**STEADY MONEY MAKER!**

**2 IN 1 VENDOR**

*Most Practical Bulk Merchandiser of To-day*

**WRITE FOR NEW LOW PRICES!**

**D. ROBBINS & CO., MFRS.**  
1141 DE KALB AVE., BROOKLYN, N.Y.



# Modern Merchandising

## Automatic Cigarette Vendors' Association of Eastern Pennsylvania

President—EDWARD J. DINGLEY; Counsel—NORMAN FUHRMAN. Meetings held in the Fox Building, Sixteenth and Market Streets, Philadelphia.

By HARRY BORTNICK

A move to change provisions of the Code of Ethics of this organization was overwhelmingly defeated. It was almost unanimously agreed that the organization was functioning so well that no changes were necessary.

Strongest defenders of the present Code were J. H. Klasz and M. W. King. In speeches favoring the present system they said: "... we are all satisfied with the manner in which the Association is running and the manner in which it is conducted. If there is any slight necessity for a change then we would have found out before this. ... after operating together as a unit without any sign of animosity we should not change the Code of Ethics now. ... Thus the matter was dropped.

In the ten months since the organization's foundation it has been found necessary to appeal only one case to the Grievance Committee, which functions rarely in the following manner:

The President appoints two men to hear the case. These men with the counsel, Norman Fuhrman, acting as secretary and impartial judge, hold a hearing, at which the complainant and the person accused of the breach of ethics both state their case. The Committee makes a decision and then reports back to the membership at the next meeting. Their decision is final and there is no appeal. To date most questions involving ethics have been set-

## Orchids

given Canaan, REVIEW.

MORRIS, Illinois.—Published in the October issue of the "Northwestern," house organ of the Northwestern Corp., makers of DeLuxe and Triselector merchandisers, were two mentions of the COIN MACHINE REVIEW. One: "Will P. Canaan, Los Angeles distributor, has an interesting advertisement on Northwestern DeLuxe in the September issue of the 'Coin Machine Review'."

The other: "Incidentally, the 'Coin Machine Review' is one swell magazine and should be of interest to all operators." Editors of the REVIEW return the compliment by saying "We think the 'Northwestern' is pretty swell, too. WE always read it." ●

tled on the floor, or between the two men involved in a man-to-man discussion.

## Personals

Edward Dingley, president of the Association, and associated with Unit Vending, is a most democratic executive. His office is situated so that he is the first person one speaks to on entering Unit Vending's office. Despite his high station, both in the Association and operating firm, he is always friendly.

Watch for an article about Cigarette Operating and the Association by a prominent member of both circles in next month's REVIEW. It will be of great importance. You can subscribe either through the correspondent here in Philadelphia, or by mailing a dollar and your name and address to: COIN MACHINE REVIEW, 1113 Venice Blvd., Los Angeles, and mentioning the name of Harry Bortnick, Philadelphia correspondent. ●

## New Directorate

named for N.A.M.A.

NEW YORK CITY.—With the addition of two new directors, officers and directors of the National Automatic Merchandising Association were re-elected at the first annual meeting held at this city's Commodore Hotel, October 14.

As the roster now stands, president is Nathaniel Leverone, Automatic Canteen Co. of America; vice-president, R. Z. Greene, Rowe Cigarette Service Co., Inc.; treasurer, W. G. FitzGerald, International Ticket Scale Corp.; directors are W. R. Fowler, The F and W Products Co.; A. Schlaffer, Peerless Weighing and Vending Machine Corp.; Kirk Sullivan, Mills Automatic Merchandising Corp.

Members expressed hearty approval of the accomplishments of the first year of the Association, and discussed at length plans for increasing the scope of the Association's work during the coming year.

Headquarters of the organization are at 120 South LaSalle Street, Chicago, where C. S. Darling serves as secretary. ●

## New Bulk Merchandiser

KANSAS CITY, Mo.—Using the slogan, "Sell more with Sel-Mor," a new streamlined line of bulk merchandisers has recently been introduced by the Star Mfg. and Sales Co. of this city. Called the Sel-Mor, sturdy and striking in appearance, the machines are said to outpull other devices of the same type, vending charms, toys, and standard bulk confections. Little over a foot in height, with a low center of gravity, attractively finished, Sel-Mor is equipped with extra-thick large-mouthed globe, non-clogging coin mechanism that is practically slug-proof, 6-tumbler lock and fool-proof coin lever. ●

29

Year in . . year out

— BANK on it!

THE MASTER  
MERCHANDISER

TODAY . . . or 10 years from today . . . your investment in MASTERS will produce more consistent returns dollar for dollar than in any other type of equipment. Not "flush money," but solid earnings. If security appeals to you, ask your MASTER distributor for further details:

M. BRODIE

2182 Pacific Ave. Long Beach, Calif.

WILL P. CANAAN

1347 W. Washington Los Angeles, Calif.

VIKING SPECIALTY CO.

530 Golden Gate San Francisco, Calif.

MILLS-VIKING COMPANY

1356 W. Washington Blvd. Los Angeles, Calif.

THE NORRIS MFG. COMPANY



Or write the Factory for full information about this and other Proven Money Makers.

• COLUMBUS, OHIO

We know of a young married couple who always put their baby in a high crib at night—so they could hear him when he fell out.

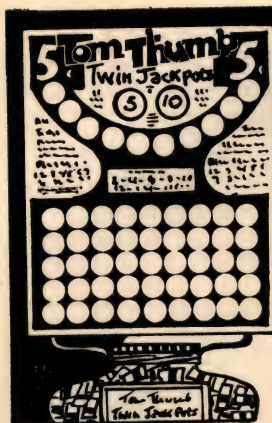


Don't Tell EVERYONE  
About  
NORTHWESTERN  
PROFITS!

WILL P. CANAAN

1347-51 W. Washington Blvd.  
LOS ANGELES





## Tom Thumb Jar Games

Successors to Punchboards. They thrill the player and "go to town" for the dealer. New Quantity Prices bring costs down half. Buy direct from factory. 100 money making games possible on small investment.

**1440 - 1836 - 2052 - 2280**

**Each unit individually coded. No two jars alike.**

No more "chiseling." Tom Thumb coded tickets stop that forever.

**EARN \$100 A WEEK**

Jar men are cleaning up. Dealers will for big jar profits. Cash in on big demand—Now.

**SAMPLE WITH CARD**

5c or 10c Play

2280 Tickets..... **\$3.75**

**SAMPLE (No Card Used)**

11 Different Labels

Free. 2280 Tickets ..... **\$3.25**

Write for Details on Series Tickets — 39 Put & Take Games — Full information on Jar of Joy — Now!

**TOM THUMB, Dept. C.M.R.NAUV00, ILLINOIS**

## Industry Menaced

by "too many copies."

CHICAGO.—Pointing to a danger to the industry as menacing as legislation, a prominent Chicago manufacturer recently issued this warning, which is printed for the "good of the industry":

"A menace more deadly than any depression is within our ranks. You all know how often a successful idea or machine has been copied or 'stolen.' This practice spells ruin for more than one, and it is within the power of every honorable concern to help fight it by refusing to become a party to it.

"We know that there are many honorable men among the operators, jobbers, distributors and manufacturers, who will not be a party to destroying one original, sound business just to put two weaker ones in its place.

"Competition serves the purpose of keeping concerns from over-charging. OVER-competition only brings higher costs to all.

"From experience we know that one cannot force continued success by high pressure selling or underhanded methods. We succeed best by filling an honest demand or performing a definite service.

"It is only ignorant people lacking originality of their own who copy or steal other people's ideas. They are the kind who will stop at nothing in their vicious, contemptible methods to reap the benefits of the labor of others.

"Imitation may be the sincerest form of flattery, yet it brings to light the lowest instincts of the lowest specimen of humanity, and you are earnestly and sincerely urged not to patronize or assist this type of business thief.

"Operators, jobbers and distributors can do a great deal toward eliminating this evil by refusing to buy or handle the second in the field, or a 'just-as-good' product which is trying to 'cash-in' on another manufacturer's article."

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**HARRY HOLDSWORTH**

Printers to the  
Coin Machine Trade

Highest Quality

Lowest Prices

**HOLDSWORTH PRINT SHOP**

128 S. Alma St., Los Angeles  
AN. 16077



New head of Rock-Ola Mfg. Corp.'s advertising department is K. F. "Ben" Boldt.

## Firm Long-Established

TYLER, Texas.—Engaged in the operating business for more than fifteen years—a time sufficiently long to enable him to know a great deal about the needs of other operators—Louis Damsker has formed the Go Getter Jar Co., which originated the Play Horses Jar and is now reporting a great deal of enthusiasm among operators for the newer Pull 'Em Tony jar. Damsker states that in less than four weeks operators in 24 states have re-ordered.

## Beans In, Bugs Out

of new animated tables.

BAKERSFIELD, Calif. (RC)—Joe Carruthers and Arthur M. Keene, the long and the short of Kern County operators, have returned from Ensenada, Baja California, Mexico, where they spent several days looking into the market for jumping beans. A year ago they spent some time in Mexico City in search of high class jumpers and returned home in disgust because of what was termed a failure in the jumping bean crop.

The 1937 crop of jumpers, it is claimed, is one of the best in many years, which has revived the thought in the minds of Carruthers and Keene that the time is now ripe to market their very latest in animated pin tables which will use beans as a medium for betting.

In making their purchase of beans they went into the theory of buying noiseless perfumed ones which will work winter and summer and in no way be mixed up with the "manana" idea of Mexico. Beans by the dozen have been sent to various eastern points to determine just what the outcome might be in presenting the new machine in the winter season, for there is more or less belief that the beans will not jump when the weather is cold.

Though plans for the machine are more or less secret, enough has leaked out relative to the idea to determine that the machine will have beans instead of bugs to give trouble to operators.

## Firm Expands

CHICAGO.—Due to a demand for the firm's Free Weight Vending Scale, Automat Games has added additional space adjacent to their present quarters in order to handle the scale end of the business. Operators and jobbers are said to have welcomed the free weight device as the coin machine find of the year in strictly legal devices. Several large operating companies are reported as contemplating a national service in the near future.

## TIMING DEVICES

Electrical or Mechanical

For every coin machine need.  
We supply leading manufacturers.

**ELLMAN & ZUCKERMAN**

119 S. Jefferson St. Chicago, Ill.

## SPORT FOR THE SPORTSMAN

## PROFITS FOR YOU! SPORTSMAN

No. 717 600 Holes

Takes in . . . . . \$30.00

Average payout . . 13.35

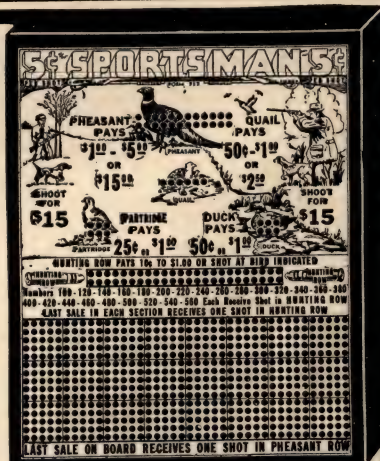
Average gross profit \$16.65

A NEW THIN HARLICH JACKPOT BOARD  
THAT IS SWEEPING THE COUNTRY

Write for details

**HARLICH MFG. CO.,**

1401-1417 W. Jackson Blvd.  
CHICAGO, ILLINOIS.





# CHARMS - TOYS - NOVELTIES

LARGE ASSORTMENT FROM  
30c PER GROSS UP

Our CHARM-PAK  
(144 Pieces Hi-Grade Charms)  
\$1.00 Postpaid

SPECIAL "MECHANICAL FINGERS" TOOL, for arranging neat displays of  
Charms in your Vendors ..... 75c Each Postpaid

## Korn Parchies

THE FASTEST SELLING SALTED CONFECTION FOR VENDORS

27c PER POUND

*Free Delivery Anywhere On Orders of 20 Pounds or More*

### KORN PARCHIES

being new, will help you cash in on  
some new locations that you could  
not otherwise get.

### OPERATORS

report many machines empty out in  
a few days' time.

31

## PROFITS

One pound of KORN PARCHIES contains between 1,700 and 1,800 pieces. Vending 15 pieces of KORN PARCHIES (which is quite a nice portion) for a penny, one pound will bring back approximately \$1.20. Deduct 25% commission to the location and 27 cents cost of the Korn, and you have a net profit of 68 cents per pound.

OVER 250% PROFIT ON YOUR COST

## VIKING SPECIALTY COMPANY

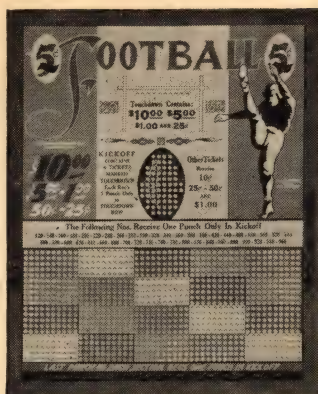
(LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST)

EINAR WILSLEV, Owner & Manager

*References: Dun-Bradstreet*

530 Golden Gate Avenue  
SAN FRANCISCO, CALIFORNIA





FOOTBALL	
1000 HOLES — 5c	
Kickoff Contains:	
1	\$1.00
1	50c
1	25c
54	10c
8 Tickets Marked Touchdown	
1	\$10.00
1	5.00
1	1.00
7	25c
Takes in	\$50.00
Total pay out	\$24.90
Total profit	\$25.10
Price \$2.60, Plus 10% Tax	
<b>GLOBE PRINTING CO.</b>	
1023-27 RACE ST.	
PHILADELPHIA, PA.	

## Columbus (Ohio) Amusement Association

By DAMAN C. FENWICK

The past month has found increased activity in the newly-formed Columbus Amusement Association with the acceptance of two new members and a decision of the members to elect a board of directors which will operate aside from the regular meeting of the Association, according to George Barok, president.

All members, who are well known, ethical operators, are decidedly pleased with the progress and methods employed by the organization. Attendance, to date, has been 98 per cent, largely due to the fact that every meeting has brought up some vital issue concerning the operator. They never know what important matter will pop up in the next meeting.

A recent problem which arose was the duplication of stickers by various unethical operators of stickers which all Association members have on their machines. To combat this, the Association now employs a new three-color, copyrighted sticker to avoid any further infringement.

In an effort to obtain first hand information on various coin machine activities throughout the city, the Association has employed the services of two men to make a house-to-house canvass of the city. Results to date have been most satisfactory, with some thirty new locations obtained for members. These were distributed to them by the process of drawing numbers out of a hat.

In a summary of the local coin machine situation, Barok reports that this area now boasts 680 phonographs—Wurlitzers, Rock-Olas, and Seeburgs; 520 pin games, 70 per cent new, 30 per cent used; 2,600 peanut machines; 980 scales; 35 bowling games; 25 ray guns; and 700 gum machines.

President Barok also reports that a number of pop corn machines have been mak-

ing an appearance lately. Local operators, according to Barok, are watching these devices with keen interest.

Barok reports that a new type of hijacker has put in an appearance. Using duplicate keys, they have been draining the cash boxes of various machines. Some of the locks have been picked with nary a mark left on them.

Doing a little predicting, Barok announces that the music business is due for a big upset by the first of the year, with a big forward step made as far as the operator is concerned. This is a fact well known among seasoned operators, who have agreed for some time that conditions for the operator would have to be bettered.



"Guess I'll go to Coney Island tonight to see the sights."

## Demand Met

by plant enlargement.

MORRIS, Illinois.—In the near future, according to announcement by officials, Northwestern will have one of the largest and most modern plants in the industry, and by far the largest in the bulk vending field for, unable to cope with the demand for its products, the firm has purchased the entire factory site which it has jointly occupied for the past 22 years.

The new addition doubles the present manufacturing area, giving Northwestern over 45,000 square feet of floor space, and will permit greatly increased production in its entire line of machines. The new space is being modernized completely with every feature conducive to efficient manufacturing; each department is being enlarged and improved to speed up production to a point where all orders can be filled immediately.

Report is that a swing to merchandisers following a "general decline in other types of machines" started an avalanche of business too great for the production capacity of the plant "when coupled with the business it was already enjoying from its leading machines, the DeLux and Triselector."

\* \* \*

"That's Miss Eyefull, the famous beauty."

"What! Not that girl just passing."

"Yes."

"Then all I can say is that she must be a lot prettier than she looks."

**NOVELTY  
MERCHANDISE**

for  
**Vending Machines**

Dogs, Lions, Tigers, Penguins, Monkeys, Elephants, Shoes, Skulls, Horses' Heads, Dice and many others make up a selection. Priced at only

**90c Per Box**

plus postage, a gross  
in each box.

**BUREL & COMPANY**

675-679 ORLEANS STREET  
CHICAGO, ILL.

## BE FIRST — CASH IN BIG PROFITS WITH TILL-O-WIN



Stimulates Trade and Entertains Customers. Legal Everywhere. Sells Outright to Taverns, Fountains, Cigar Stores, Novelty Shops and Hundreds of Other Places.

Four attractive colors, rugged construction, size 12" high, 10" wide, 2" deep. Instantly demonstrated, quickly installed, nothing to go wrong. Electrical in principle, automatic in operation. Placed on cash register it is motivated by action of register. When number indicated by arrow matches amount of ringup, customer wins in trade. A watchdog of the till and a robot stool pigeon. Test locations prove—

- THE BOSS WANTS IT
- THE CUSTOMERS LIKE IT
- FAST ACTION—FOUR COLORS
- DELIVERIES NOW—ACT FAST

Sells for \$12.50  
You Pay \$6.50  
1 or 100  
F.O.B. Oakland  
25% Deposit  
with order

**L & H SPECIALTIES** 301 SYNDICATE BUILDING, 1440 BROADWAY  
OAKLAND, CALIFORNIA

**STEADY MONEY MAKER!**

**2 IN 1 VENDOR**

Most PRACTICAL Bulk  
Merchandiser of To-day

WRITE FOR NEW LOW PRICES!

**D. ROBBINS & CO., MFRS.**  
1141 DE KALB AVE., BROOKLYN, N.Y.



## Victor Vending Corporation's

New and Improved Vendor

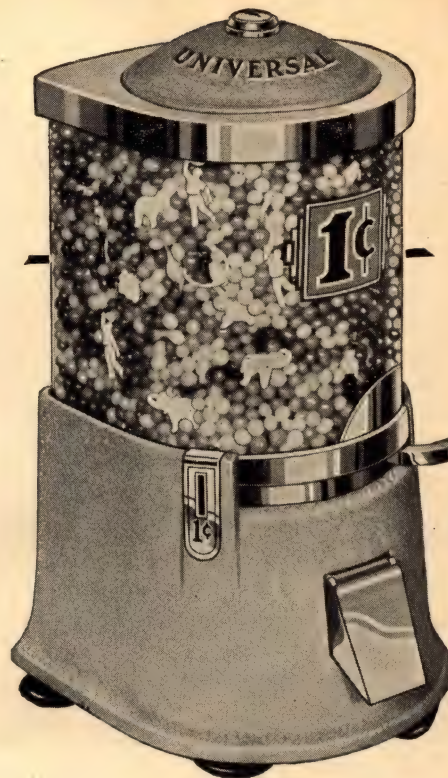
### **THE UNIVERSAL**

Is Distributed Exclusively by the Viking Co.

Price: \$7.50 Each in Lots of 12  
Less Than Dozen Lots, \$8.25 Each

**VICTOR VENDORS . . . \$6.50**

Send for Descriptive Circular



**VIKING distributes and carries ample stocks of the following vendors:**

ADVANCE Peanut Vendors  
BALL GUM Vendors of All Kinds  
COLUMBUS Pistachio Vendors  
FOUR-IN-ONE Penny Vendors  
MASTER Novelty Candy Vendors  
NORTHWESTERN Bulk Merchandisers  
SILVER KING Penny Vendors  
TOM THUMB Peanut Vendors

VENDEX Peanut Vendors  
VICTOR Penny Vendors  
AUTOMATIC STORES (4 Compartments)  
SNACKS Triple Compartment Vendor  
TRISELECTOR Penny-Nickel  
5c Candy Bar Machines  
5c Chewing Gum Vendors  
5c Life Saver Machines

Vending Machines for All Types of Merchandise

*Supplies and Spare Parts for All Vending Machines*

See Our Other Ads on Pages 31, 35, 37  
of This Issue

#### **LOS ANGELES OPERATORS**

Will Obtain Quick Service from  
**MILLS-VIKING CO.**

1356 W. Washington Blvd.

PROspect 0564

## **VIKING SPECIALTY COMPANY**

(LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST)

**EINAR WILSLEV, Owner**

References: Dun-Bradstreet

Established 1929

530 Golden Gate Avenue  
SAN FRANCISCO, CALIFORNIA

Mention the COIN MACHINE REVIEW to this advertiser. It makes a difference.



# Boston Doings

By WILL MAINE

BOSTON. (RC)—Come October in and around old New England, with its autumnal hues, the fiery shades of maple woods blended with the nuances of browns, green firs and pines and every tilled spot boasting a bountiful harvest of seasonal offerings, including the fan-tailed, famous Vermont turkeys so unaware that their insatiable appetite and fattening breasts are walking the last mile to the festive Thanksgiving tables throughout the land. And who is there that cannot delve retrospectively into grammar school days when they were studying history and envisaging the picture of the Pilgrims, John Alden, Priscilla, the Indians et al? And with it a touch of nostalgia for those dear old boyhood days when you had to stay after school for putting chewing gum in Minnie Smaltz's hair. Today, in that very same territory where Pilgrims fought it out with Indians, operators are rolling along concrete highways and byways, stopping here and there to gather their harvests from coin boxes. Now that we've got you into the New England spirit, let's look to see what the boys are doing in these 'ere parts.

Automatic music leads the local fields this month. At least it looks that way with four out of five operators stating they found very gratifying results after swinging stronger for automatic music.

Merchandising machines are running a close second on this short poll. A great number of the boys have their interest divided about fifty-fifty between music and merchandise.

Considering the problem of pay-tables, and the like, in Massachusetts, especially we find it an enigma. And in consideration of prevalent facts regarding legalized gambling in the Old Bay State we find it an incongruous, if not unreasonable attitude that the pay table operator must contend with here.

Three years ago New England was still strutting about in her stiff-laced puritanical robes, and then with a sudden unexpected twist, Dame New England doffed her staid attitude and went literally gambling-mad. The numbers racket invaded the purses of hitherto fastidious old maids, to say nothing of other willing gamblers, with only feeble and sporadic attempts on the part of officials to quell it. Horse and dog tracks with millions invested in structures sprang up in mushroom fashion, and the gambling spirit ran rampant and per-

meated the very soul of the former prudish purse strings.

But while millions of dollars were rolling through the pari-mutuel machines, the little operator who dared spot a pay table here or there was pounced upon. The old adage of "sauce for the goose is sauce for the gander" somehow doesn't seem to apply. Perhaps, and we will make it a loud PERHAPS, the cause that is producing the inequality might be found in the cogent fact that coin machine operators can't expect to get recognition from local governments as individuals. Adequate recognition of any trade cannot exist without a collective and united effort of that body whose voice is plural, but speaks as one. Some brilliant energetic operator in these parts will do himself and his fellow tradesmen proud by starting the ball rolling towards a solid organization of men in the coin machine field, and then act upon that recognition with the local authorities. Until then the cause will be lost. Absolute legalization is the answer and the answer to that is above. Somebody ought to get into action. It looks like a state that is vulnerable enough to allow millions of dollars in two-dollar bets could be approached for legislation on five- and ten-cent and even quarter slot machines. The ever-yawning State coffers are always waiting with watering tongues to swallow a few more dollars. No mouth was ever so hungry.

George Young, of Westrock's Boston office, has just returned from a combination pleasure and business trip into the hinterlands of Maine. From what information we could gather from Young's secretary, it seems that George oiled up his shootin' irons and went forth into the forest primeval in search of the fleet-footed deer so bountiful in the happy hunting grounds of the potato state. A lot of fellows have been going up to Maine for deer and coming back with C.C.C. boys. We hope you did better than that, Mr. Young.

Don Swanson, the slim-faced lightweight operator from Lowell, was in town during our tour of the district and we found him shopping around for some new cigarette machines. Don told us he is having no little trouble with unethical operators in the music field who will place a machine in another man's location by bringing their percentage so low as to inveigle the location owner into ousting his machines for the chiseling operator's larger percentage. And, says Don: "A percentage to the location that can not possibly leave the operator any margin of profit, just any trick to get a location in their hands."

Jimmy Fallon, another of the Lowell operators, is, we learn, one of the hustling operators to be found in this neighborhood. Jimmy, so we get it, covers a good-sized, all-night milk route on a wagon, and services his thirty-five music machines in the bargain. M and M, eh, Jimmy? Music and Milk—a sweet combination.

McNabb and Carvo, another pair of Lowell ops, have finally agreed on nothing but ciggy and music machines, at least until such time as the goose gets what the gander gets.

Decca Records have opened, within these past few weeks, a new location for convenience of Auto-Music men at 28 Brighton Avenue, Boston. Mr. Myerson is in charge.

William Eckstrom, musi-op of Bristol, Conn., was in Boston a few days ago and planked down the necessary for twenty-five of the new Wurlitzer 616 A's, without flicking an eye. Eckstrom is the larg-



## Percentage Regulators

Made of case hardened steel, with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille machines. When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

### PRICE

50c Each; \$5.00 per Dozen  
\$32.50 per Hundred

## M. T. DANIELS

1027 University Avenue  
WICHITA, KANSAS

est operator in the Connecticut Valley district.

Bert Klapper, the fast working Boston musi-op, took out a few Wurlitzers on location on trial. So pleased was he with the results he netted with the new 616 A's and their attractive new Lucite lighted bars, that he scamped to place an order for twenty-five more.

Snacks, the New England-made merchandising vendors, are going a lot of double shifts these days to keep pace with the heavy flood of orders from all over the country. While visiting Dave Bond this past month we received a standing invitation to visit the Snacks factory and see the men behind the machines who make the machines that pour out nuts and confections to thousands of users everywhere.

In signing off, we must not forget to wish each and every one of our readers of this column (both of you) will be able to get the first grab at a drum-stick at the Thanksgiving spread. Get to the table early to avoid being the recipient of the part that goes over the fence last! Adios and eat heartily!

He: "What shape is a kiss?"

She: "I don't know."

He: "Well, give me one and we'll call it square."

## STEADY, MONEY - MAKING TRADE STIMULATOR



**OK** 5c BALL  
GUM VENDOR

Vends gum with numbers inserted reading from 1 to 1200. Capacity: 1200 balls.

Takes in \$60. Pays out \$30 in trade awards.

Price Only **\$15.00**

For one O.K. Gum Vendor with 1200 balls of numbered gum FREE.

Write for Quantity Prices  
**D. Robbins & Co.**  
1141 De Kalb Ave.  
Brooklyn, N. Y.

## MAILING LISTS

Newly compiled lists of OPERATORS. Worth many times more than we ask.

1,500 Texas Operators .....	\$10.00
298 California Operators .....	2.00
154 Tennessee Operators .....	1.00
92 Louisiana Operators .....	1.00
108 Oklahoma Operators .....	1.00
112 Florida Operators .....	1.00
185 Mississippi Operators .....	1.25
102 Georgia Operators .....	1.00
171 Arkansas Operators .....	1.25
273 Operators in Colorado, Utah, Idaho, Arizona, New Mexico, Washington, Montana .....	1.75
292 Operators in Virginia, West Va., N. Car., S. Car., Alabama, Washington, D. C. ....	2.00
130 Kentucky .....	1.00
200 Missouri .....	2.00

The above States total 3,617 names. This entire list may be had for \$17.50. Send remittance with your orders. Lists mailed within 48 hours after order received. Also Eastern lists may be had.

## SUPREME PRODUCTS CO.

333 N. Michigan Ave.

Chicago, Ill.



# U-NEED-A-PAK

## CIGARETTE VENDING MACHINES

4 - 5 - 6 - 8 - 9 and 12 Columns

**NEW** as To-morrow's Newspaper  
is U-NEED-A-PAK's

9 Column GUM and MINT  
VENDOR

which vends Wrigley Gum, Dentyne, and Life  
Savers in standard 5c packages.

Do not buy 5c Gum Vendors until you  
have seen this NEW U-NEED-A-PAK

Southern California Operators are wel-  
come to inspect the U-NEED-A-PAK at the  
display room of our representative,

**MILLS-VIKING COMPANY**

1356 West Washington Blvd. Los Angeles, Calif.



EIGHT COLUMN U-NEED-A-PAK

35

## DISTRIBUTED AND WAREHOUSED

By

## VIKING SPECIALTY COMPANY

EINAR WILSLEV, Manager  
References: Dun-Bradstreet

530 Golden Gate Avenue  
SAN FRANCISCO, CALIFORNIA

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# ATTENTION OPERATORS



**CASH IN ON THE FOOTBALL SEASON!**

**2280 Tickets—**

**Take In ..... \$114.00**

**Aver. Pay Out. 74.00**

**Aver. PROFIT. \$ 40.00**

**SAMPLE DEAL**

**\$5.45**

**Write For Quantity Prices**



**Many Other Deals**

**Muncie Novelty Co.**

**306 N. Mulberry St.**

**Muncie, Ind.**

36

**"RUTH"**

seems to be the name most favored among men seeking better halves. At least that's what three of them at International Mutoscope Reel Co.'s New York headquarters will declare. Ruth Stemple, Ruth Shapiro and Ruth Blocker have all announced their engagements. And, like the postman who hikes on his holiday, Mutoscope will play a part in post-wedding celebrations of the trio, for a Photomatic, with coin chute removed, will enable each guest to have a picture of the bride and groom, and the happy couples will, in turn, get pictures of each guest.

"I'm trying to break myself of talking to myself."

"How?"

"I ask myself questions, then refuse to answer them."

**QUALITY AMUSEMENT MACHINES**

**NEW and USED**

**Write for Prices**

**OUR USED MACHINES**  
**Completely Reconditioned**  
**LOOK LIKE NEW**

**PAUL A. LAYMON**  
**Jobber**

**1503 W. Pico St.**  
**LOS ANGELES, CALIF.**

## Coin Machine Operators' Association of New Jersey

President—**PETER HAGEDORN**, c/o Jersey Specialty Co., Inc., Newark-Pompton Turnpike, Singac, N. J.

Chief discussion at the last meeting of this organization centered around the problem of methods by which the operator could be protected best from location owner chiseling on payouts. Every operator, knows, it seems certain, that location owners have been taking advantage of him by handing him a payout slip ranging anywhere from 60 to 90 percent of the gross receipts, when in many instances the machines did not actually pay out more than 50 percent.

At conclusion of the discussion it was decided that there is one way in which the operator can be protected, and members of the Coin Machine Operators' Association of New Jersey favored unanimously suggesting that in the future manufacturers install in new machines two coin boxes, and some sort of gadget on the coin chute which will send into one box the first three coins, to be used by the location owner in making payouts, and every fourth coin into the second box for the operator.

With this arrangement on new machines the number of service demands made of the operator would be greatly curtailed, since no longer would the operator have to get out of bed to go and take nickels to the proprietor. Of course the operator would give the proprietor a key to the first cash drawer, and from this he would make all payouts. With access to this drawer it seems reasonable to believe that the proprietor might also have access to enough of the mechanism to adjust the machine when awards seem to be too great or too small.

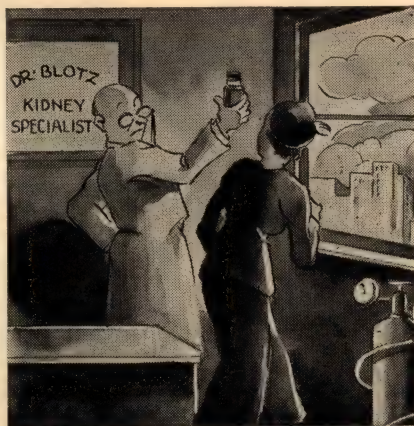
Yet a further advantage in such an arrangement might be elimination of many so-called robberies, of which in more than



*Long absent from REVIEW photographs, the cigar is once again presented, accompanied by Homer Capehart, who made it famous. The "best-known farmer in the automatic music business," Wurlitzer Vice-President Capehart is here shown "riding the range" on his 1400-acre farm near Washington, Indiana.*

one instance the proprietor himself is not above suspicion. With the operator's cash-box in an inaccessible place, only the one to which the proprietor has a key would be endangered by robberies, and knowing this it seems likely that the robberies would be fewer since any loss would be the proprietor's.

Since we sincerely believe that every operator will welcome the new machine as equipped in the foregoing outline, we would appreciate comments from men in the field. Any opinions may be directed to the editors of the COIN MACHINE REVIEW, or sent directly to Mr. Hagedorn.



*"Oh, Doctor . . . Again?"*

## Judge Protects Operators

MONTREAL, Canada. (RC)—Eight days in jail without the option of a fine was the punishment meted out by Magistrate Donat Lalonde at St. Jerome, Quebec, to three youthful lumberjacks, Rene Cadorette, Pierre Lizotte and Lucien Beaudoin, who pleaded guilty to stealing a slot machine valued at \$100, and its contents of \$12, from the store of Willie Thouin, at Lanthier, Quebec. They took the machine outside and smashed it open to remove its contents. In excuse they said they had lost money on the machine and offered to pay the difference between what they had lost and the value of the machine and contents. The magistrate refused the offer.

## NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"



Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over all size 3/4" x 2 1/2". Can have any lettering or numbering on plate within reason.

50 @ 7c	each	—	Total \$ 3.50
100 @ 5c	each	—	Total 5.00
250 @ 4c	each	—	Total 10.00
500 @ 3 1/2c	each	—	Total 17.50

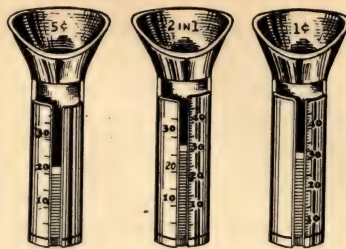
Write for Circular on  
**BRASS TRADE CHECKS**

Established 1872

**W. W. Wilcox Mfg. Co.**  
564 W. Randolph St., Chicago, Ill.



# VIKING'S "EASY"



# COIN COUNTERS

*Made in Three Sizes:*

PENNIES ONLY.....	\$1.00 Postpaid
NICKELS ONLY.....	\$1.00 Postpaid
COMBINATION PENNIES and NICKELS.....	\$1.50 Postpaid

*These are STRONG and DURABLE Counters, Made Entirely in ONE PIECE—  
All Aluminum—No Bottoms to Drop Out*

*No Mix-up  
No Disorder  
No Loss*

## KEY RINGS

*Manufactured Exclusively by Us and for the Operator*

*No Cursing  
No Delay  
No Trouble*

Thousands sold before they were ever advertised—Operators tell one another. Now used by Operators from Coast to Coast, in Canada, and in many foreign countries. Any key may be removed in an instant and replaced in an instant. Nothing to get out of order—will last a lifetime.

NOW MADE IN THREE SIZES:

- No. 1-R (will hold up to 40 keys)—25c each, Postpaid
- No. 10-R (will hold up to 150 keys)—35c each, Postpaid
- No. 5-R (will hold up to 100 keys)—50c each, Postpaid

CASH WITH ORDER—WE PAY THE POSTAGE  
(U. S. Postage Stamps Accepted)

**Full Satisfaction Absolutely Guaranteed!**

## COIN WRAPPERS

Tubular or Flat — \$1.00 per thousand, postpaid. Pennies, Nickels, Dimes, Quarters, Halves—each denomination a different color.

## COLLECTION BOOKS

All purposes. Seven (7c) cents per book, postpaid. Minimum order, ten books.

**PLEASE Send Full Payment With Order and Don't Forget to Give Us Your Name and Address**

POSTAGE STAMPS  
*or*  
YOUR PERSONAL CHECK  
*Will Be*  
ACCEPTED

LOS ANGELES OPERATORS  
will receive prompt service from  
**MILLS-VIKING CO.**  
1356 West Washington Blvd.  
Los Angeles

## VIKING SPECIALTY COMPANY

530 GOLDEN GATE AVENUE

SAN FRANCISCO, CALIFORNIA

EINAR WILSLEV, *Owner and Manager*

LARGEST VENDING MACHINE HEADQUARTERS IN THE WEST

Mention the COIN MACHINE REVIEW to this advertiser. It makes a difference.





## News from the Heart of America

By B. K. ANDERSON

KANSAS CITY. (RC)—A touch of winter has come to the Missouri Valley. A touch of winter that dropped mid-October temperatures below freezing, and sent operators, distributors, and jobbers scurrying to dark corners and storage closets to dust off and bring forth winter operating equipment, ear muffs, and car chains.

Winter locations, already making the season one of the most promising in the past five years, are placing at the head of their "Wanted List" music machines and bowling games. This, of course, brings out a truth that quality and expensive equipment—that is, equipment that is more than just novel—will not only get its own locations, but will keep them as steady points of income year after year.

There was a time, not so long ago, when locations in this territory would not readily grant an operator the desired placement or space such as is required by both bowling games and phonographs, as well as other large sized equipment. But fortunately for both the operator and the location, that time now belongs to the past. Operators have learned that expensive, attractive, quality equipment not only holds a location for that one particular machine and returns a good profit therefrom, but also builds up the location's faith in and respect for the operator, allowing him to carry several other units in this same location and pocket the transportation and service costs that this operating combination affords him.

Of course, a location is much more impressed when he receives his share of the revenue from several machines at one time. And certainly when this revenue is large, being swelled by the coin box of the popular quality equipment, all machines of this particular operator will gain favor in the location's eyes.

The first law in the Coin Machine Operators' Code still holds: "The only thing more important than gaining a good new location is to hold an old one that has proved itself to be good."

According to all indications, some new records will be set in Heart of America music locations this winter. This will result partially from the vast increase in the number of this type of locations and the greater variety in music box programs which has resulted from the past successful year of music operation locally.

Central Distributing Co. will doubtless be one of the largest beneficiaries from this increased revenue. Central's shelves and record room are piled to the ceiling with a vast assortment of records that will shortly be making the long rounds of Central's locations. R. F. Mason, Central's genial co-

owner and co-manager, ranks right at the top as a music machine program director, and, if you would take his advice, which has long years of successful music machine operation behind it: "The successful music operator knows his locations, carefully plans the program for each location, and leans over backward in avoiding inclusions of smutty, or what might otherwise be termed objectionable numbers in the various programs."

United Amusement Co., which has just recently entered this music field, now has as its chief music operator, Joe Bunker. Joe is well-known to operators throughout the Missouri Valley, having for quite a time been a member of the operating fraternity in this vicinity. Although this is only the third month of Joe's operation in this field his string of Rock-Ola Imperial Twenties is already around the century mark. And in the event that you are "football-minded," Joe is the man to get your tips from on Valley football games. Joe's cousin is Missouri University freshman

coach Bunker.

The metal coin-size mill tax token "bogy," which at first was such a thorn in the operator's side, has been met by Yankee operators' cunning, and turned into a decided asset. Coin counters, trays, and holders, long a part of operators' equipment, are now being sold by local coin machine men to Missouri and Kansas merchants. It is gratifying to note that when local merchants first began experiencing difficulty in handling the large number of these metal tokens, as is required of them by recent sales tax measures, coin machine men were the first to step forward with a solution and receive the profits derived therefrom.

A. J. Stevens and Co., pioneer manufacturers of pin ball games in this vicinity, and at present one of the largest manufacturers locally of bar equipment and bowling games, have enlarged their business quarters. Additional office space has been taken by the advertising department of this company in a building which is separated by Fourteenth Street from the company's nearly-a-block-long plant and offices at Fourteenth and Chestnut.

"Johnnie" Johns, director of affairs of the Cigarette Service Co., on the Kansas side of the Kaw River, stole another march on local cigarette machine operators when he placed some of his attractive new Rows in the newly constructed White Log Coffee Shops. Johnnie has the reputation of being a hard man to catch in his office, but a harder man to get to a new location ahead of. Perhaps this explains why Johnnie has both Missouri and Kansas offices.

We're still trying to find some phase of business in which local coin machine men are not connected or interested. The recent stock market dip and upswing proved to us how difficult this task is. Not only did we hear a large variety of advice on what securities to buy and not to buy, but we also found several operators taking the advice they were giving. Not the least among these was "Swede" Nelson, who confided in us that he has quite a "toe-hold" on Studebaker stock. Or was it vice-versa?

Also a little neglectful of his route last week was Joe Boulman, rural Missouri and Kansas operator. Joe's reason was the American Royal Live Stock Show, at which exhibition we understand he ably demonstrated that an operator, if he turns his hand to it, can do right well along the live stock line. And, what's more, we are told that Joe's cattle brought a nice price.

Local operators are still shaking their heads and blinking their eyes with wonderment at the fast work of the to-date unnamed operator who has placed, under their very noses, a string of peanut and novelty vendors in almost every choice

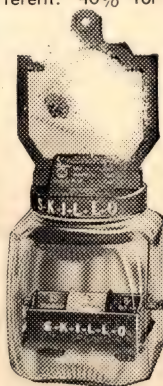
(Continued on Page 40)

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### The Newest Sensation in 1c Cigarette Games!

## PENNY SKILLO

Fastest Penny Counter Cigarette Game ever produced—something entirely new and different. 40% for location, 60% for you.



Patent  
Pending  
Size 7x7

Operators Notice! Machine keeps accurate count of what merchant pays out in awards—cheat proof. Can play 1c, 5c, 10c. Nothing like it in coin history. Percentage regulator. Gets the money—big profits. AWARDS UP TO 15 to 1. Coin rolls through brass pins into payout pockets. Tested, proven on location, reaps tremendous quick profits for you. Ball Gum can be used with each penny play if you wish. Lock keys.

Sample \$6.50

Write for Quantity  
Prices

One-third Deposit.  
No Personal Checks, Please.

United Amusement Co.

3410-16 Main St. Kansas City, Mo.



## Chicago Show

plans progress.

CHICAGO.—Progressing rapidly, plans for the 1938 Coin Machine Show are nearing completion, and more than 75 per cent of the exhibit space has already been contracted for, according to report of C. S. Darling, secretary of the sponsoring National Association of Coin Machine Manufacturers. Among the firms which have reserved space are:

A.B.T. Mfg. Co., Acme Novelty and Mfg. Co., Advance Machine Co., American Pistachio Corp., Atlas Novelty Co., Automatic Age, Automatic World, Bally Mfg. Co., Billboard, Block Marble Co., J. M. Bregstone and Co., Brunswick Record Corp., Buckley Mfg. Co., The Capehart Inc., Chicago Coin Machine Mfg. Co., Chicago Lock Co., Churchill Cabinet Co., Coin Machine Journal.

COIN MACHINE REVIEW, Columbus Vending Co., A. Dalkin Co., Daval Mfg. Co., Decca Distributing Corp., Dudley Lock Corp., H. C. Evans and Co., Exhibit Supply Co., Philip Florin Inc., General Electric Co., Gay Games Inc., Genco Inc., John N. Germack, D. Gottlieb and Co., Groetchen Tool Co., Guardian Electric Mfg. Co., Illinois Lock Co., International Mutoscope Reel Co.

Jasper Brokerage Co., O. D. Jennings and Co., Malkin-Illion Corp., McCormick Machine Co., Mills Novelty Co., National Vendors Inc., The Northwestern Corp., Pan Confection Factory, Paris Bead and Novelty House, Permo Products Corp., RCA-Victor Distributing Corp., Ranel Inc., Ringold Mfg. Corp., Rock-Ola Mfg. Corp., Rowe Mfg. Co. Inc., J. P. Seeburg Corp., N. Shure Co.

Simmons Coin Machine Co. Inc., Stan-

## Sweet Independence

SEATTLE.—Citizens of the great state of Washington are eagerly awaiting July 4th for on that date the law decrees that citizens may stand up and drink a glass of beer.

Strange as it seems the liquor laws in Washington require individuals to purchase bottled goods at government stores and drink only in their homes. The one exception is beer, and beer may be drunk in certain establishments if the purchaser is seated at the time of ordering the beverage and remains seated while he drinks. The one exception is Independence Day—July 4th—and on that day Washington residents may violate the laws of the state, under special dispensation, and stand up to enjoy a glass of beer.

dard Transformer Corp., Stewart and McGuire Inc., Stoner Corp., Superior Products Inc., Trimount Coin Machine Co., U-Need-A-Pak Products Corp., Thomas A. Walsh Mfg. Co., Werts Novelty Co. Inc., Wheeling Novelty Co., W. W. Wilcox Mfg. Co., The Rudolph Wurlitzer Co.

A simple countryman saw a gaudy plumaged parrot on the roof of his cottage. He climbed up to capture it.

The parrot looked at him and said sharply, "What do you want?"

The countryman touched his cap.

"Beg pardon, sir, I thought you was a bird."



## CASH in on the STANCOR PAY CHECK

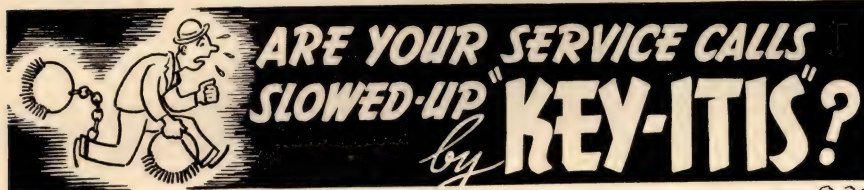
IT'S ONLY A SMALL ONE BUT  
IT'S INSURANCE AGAINST  
PAY-OFF BY MANIPULATION

STANDARD  
TRANSFORMER  
CORPORATION

850 BLACKHAWK STREET • CHICAGO

POWER PACKS . . REPLACEMENT  
TRANSFORMERS . . RECTIFIERS

Ask your Distributor!



The Remedy Is . . .

## EPCO BELL LOCKS

in a

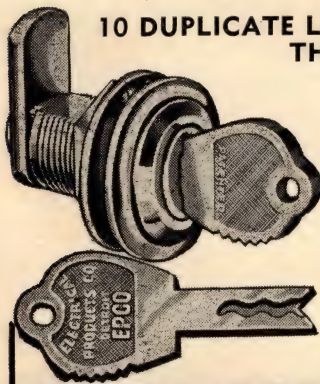
## SPECIAL OPERATOR'S PACKAGE

of

10 DUPLICATE LOCKS—ALL OPENED WITH  
THE SAME KEY!

Only \$7.00

Individual Locks, 75c Each



One Key Does the  
Work of Ten on  
Vending Machines,  
Slots, Pin Games!

## CHERETON ELECTRO-TIMER

This modern timer  
eliminates 80% of  
the service calls  
due to faulty  
old style timing  
devices!  
Easily installed.



# ELECTRICAL PRODUCTS CO.

6535 Russell Street 325 W. Huron Street 3 West 29th Street  
DETROIT, MICH. CHICAGO NEW YORK

INTRODUCING MORRISEY AND CONTE, two of New England's hustlingest operators to whom state boundary lines mean nothing. Automatic music is their specialty, but when questioned as to what they handled, young Conte who has just stepped his right foot into his twenty-first year replied tersely, "Anything from Soup to Nuts." Morrisey, who is ten years his senior, told us that their territory covered Massachusetts, Maine, New Hampshire and a few spots along the Vermont border. When Ben Palastrant introduced them to this column they had just finished signing a contract for fifty of the new Wurlitzer 616 A's, which, they declared, will make them a total of 150 Wurlitzers on location.

Movie Star: "Yes, I said I wanted a home with at least ten children."

Intimate Friend: "What makes you say such foolish things?"

Movie Star: "The publicity department."

## We Take TRADES

LIBERAL ALLOWANCES  
on your old equipment toward  
**NEW GAMES**

Write for Our Price List

**PAUL A. LAYMON**  
**Jobber**

Quality Coin-Operated Machines

1503 W. Pico St.  
LOS ANGELES, CALIF.





## South Texas Notes

By JOHN G. WRIGHT

Mrs. K. G. Harrison, wife of operator K. G. Harrison, of Brookshire, visiting Stelle and Horton's Record Shop to purchase a supply of records for her husband, reported a big business increase is expected after the new highway, now in final stages of construction, is completed.

Operator Stanley Free, with Galveston Novelty Co., and operating out of Dickinson, was a recent visitor in Houston.

W. H. Tinlin, of Coin Operated Amusement Co., Beaumont, is one of the latest coinmen of that city to subscribe to the REVIEW.

Harold W. Daily, of South Coast Amusement Co., spent several days in Austin, the capitol, working in the interest of a bill to legalize marble tables. Daily said the bill had an excellent chance of passing; his one fear was that the present session of the Legislature would adjourn before the bill came up for a vote.

H. H. Horton, of Stelle and Horton, is well pleased with the way pin games are moving outside the city, and reports a gradually improving business within the city limits. Horton is one of Houston's well-known jobbers, carrying a line of phonographs, pin games, and one of the most complete record shops in the state.

H. M. Crowe, South Texas representative for Decca Records, attended the last meeting of the Harris County Phonograph Association. Crowe is an associate member of the organization, and takes an active interest in all the activities of musicians in this section.

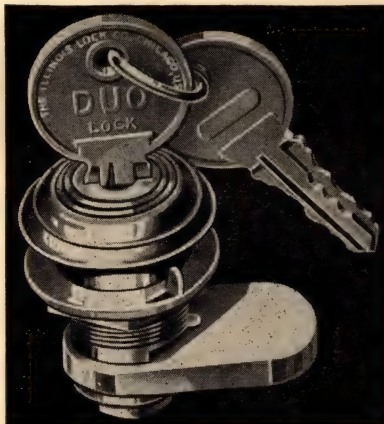
Miss Katie Johnson, attractive secretary of Gulf Coast Amusement Co., is a very modest person. All she did last month, according to her statement, was to take

care of the firm's business while "the boss" was away.

A. H. Shannon is enlarging and remodeling the offices and show room of his Coin Machine Sales Co.

Another outstanding operator is J. W. Williams, of Williams Novelty Co. Williams operates mostly within the city limits, and his success goes to show that courteous consideration is a valuable asset to a music operator as well as any other type of business man.

The next thing to expect from Electro-Ball is "curb price quotations." One day recently they received a van load of phonographs which were transferred immediately from the van to waiting trucks and sent directly to customers. Not a single



## FOR GREATER PROTECTION SPECIFY DUO LOCKS

*The Lock Experts Couldn't Pick*

- Dual Sets of Tumblers
- Unlimited Key Changes
- Protected Codes
- Illicit Key Duplication Practically Impossible
- Extra Strong Key

*The ILLINOIS*  
**LOCK Company**  
737 W. JACKSON BLVD., CHICAGO, ILL.

*truly amazing*  
**VANAK**  
**SLUG REJECTOR**  
Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your jobber or write  
**A. DALKIN CO.**  
4311-13 Ravenswood Ave., Chicago

one of the machines was taken inside the company building.

Bill Surges, the colored boy who has been with Electro-Ball since its beginning, is well-known to most operators in this section. Bill says that if coin operated machines get much bigger and heavier he will have to put on more weight or get himself another job.

## KANSAS CITY

(Continued from Page 38)

location between Kansas City, Lexington and Richmond. It seems to be just another case of the local boys letting just one too many tomorrows slip through their hands.

The long-awaited return visit to Kansas City by Elmer Darkow, Cedarburg, Wisconsin, operator, has been indefinitely postponed, due to a rush of business in Elmer's district. Elmer did the next best thing, however; he sent brother "Dutch," who is United Amusement Co.'s sales manager, a large size order for new equipment.

The orange blossoms, rice, and old shoes which were announced in vogue at the United Amusement Co. three months ago finally have arrived in fashion. The bridegroom, in this instance, remains the same, Joe Winton, formerly United's chief slot mechanic, and now employed in this company's production department. Mrs. Joe Winton was formerly Miss Evelyn Cornell, of Purdy, Mo.

Joe, shortly before his marriage, deserted coin machine ranks and returned to his home town, Aurora, Mo. While in the Ozark region Joe took a turn at several other businesses, including a few days at bar tending at Monett, Mo. But Joe, like a lot of other operators, found that coin machines are a lot like some people—you don't know how much you miss them until you get away from them!

• • •

"I just had an awful dream. I dreamt some guy walked in and then rushed out to get a gun."

"That was my husband and you weren't dreaming."

• • •

Dolly: "I should think women would make the best doctors."

Polly: "They do. I've made three of the best doctors in town in the last two months!"

• • •

"So he married that filly he met at the beach last summer?"

"Yeah, because her old man got after him with a Colt!"

## FOR MARBLE GAMES and SUPPLIES

A. B. T. COIN CHUTES  
BALL GUM • MARBLES  
EVEREADY BATTERIES  
*We Install Battery Eliminators:*  
ELECTROPAK POW-R-UNIT

*Write for Our Price List*

**PAUL A. LAYMON**  
**Jobber**

Quality Coin-Operated Machines  
1503 W. Pico St.  
LOS ANGELES, CALIF.



## French Coinmen

to have "small show."

PARIS, France. (RC)—While the coin machine business in France has been exceedingly strong up until recently, as sometimes happens, too many mistakes have been made and as a result the territory is just about closed to any type of machine on which players may win an award.

The only thing to do in a case of that sort is to start over again, and under the leadership of René Godin, editor of "La Revue de l'Automatique," French coin machine trade magazine, plans are now being formulated in an endeavor to restore the business to its former state.

Cafes and operators alike are looking for a machine which may be operated without restriction, at the same time proving popular and profitable. To supply this information a display of all machines which may be operated with official sanction—amusement games, vending machines and other types of equipment—will be held November 16 and 17 in the Salle Hoche, Avenue Hoche, Paris.

First day admission will be restricted to professional operators who may secure cards of identification from "La Revue de l'Automatique." On the second day the showing will be open to proprietors of cafes who will be able to see what is offered. Sales to cafe men will be prohibited, however, and all price signs will be removed. Those who want machines in their locations will be given addresses of operators wanting to place equipment of the sort in which they are interested.

With many booths already reserved, every indication is that the affair will be a success.

## Quebec Opening

to wider equipment use.

MONTREAL, Canada. (RC)—A tour of the restaurants and ice-cream parlors in Montreal suburbs indicates a relaxation of the severity with which the Quebec Provincial Police have, during the past few months, shut down on all forms of coin machines in which there was a possibility of the customer recovering actual money. In Verdun, for instance, checks have been replaced by nickels and the explanation given by one of the leading restaurateurs was, naively, "Its too much trouble to bother with slugs." The inference drawn from the remark is that little trouble is feared from interference by the authorities.

Tokens, however, are still being used in some stores, as is evidenced by the fact that a burglar who broke into a small restaurant took away with him not only packages of cigarettes and tobacco, but several dollars worth of slot-machine slugs, which it is to be hoped he will find diffi-

culty in using. In any case bright eyes are always watching for cases of attempted fraud on the machines, and although these continue, arrests from time to time are having a salutary effect.

The Bell Telephone Co. is one of the largest losers from discs and slugs being employed in their public booths and recently the manager of a large amusement park was arrested on the charge of defrauding the telephone company by using slugs in a booth in his park. This case has not yet been disposed of, but the arrest caused a sensation because of the prominence of the accused, who stoutly denied the offence and declared it was ridiculous to think that he would do such a thing when he had the use of two private phones in his own office in the park.

Reversion from daylight saving to standard time has, according to operators, had a stimulating effect on the coin machine business, as the young bloods are attracted into the brightly-lighted restaurants and amusement haunts when dark falls and the nip of a fall evening is in the air. ☺

# WERTS' Jar-O-Smiles TREASURE CHEST



Another Winner by the Originators of Ticket Jar Deals

## NOW EVERYBODY'S DIGGIN' PIRATES' GOLD

New, big profit. Ticket Jar Deal, a sensational success everywhere. Beautiful, flashy, multi-colored, gets big play. Get it on every location while it's sizzling "hot."

## 105 SEAL JACK POT CARD

GOLD CHEST pays \$15 to \$25 and \$25 "GOLD POT."  
SILVER CHEST pays \$5 to \$15 and \$25 "SILVER POT."  
LOWER SECTION pays \$1 to \$15. "SILVER" and "GOLD" SEAL.

## NEW EXCLUSIVE OPERATOR'S PLAN

Jar-O-Smiles TREASURE CHEST is manufactured exclusively for operators. On our new plan, it will be sold to only one operator in each county. Here's your opportunity to "clean up"! Introduce this new deal now knowing you are fully protected on repeat business. Get the details quick! While territory is open.

## THREE BIG PROFIT SIZES

2520 TICKET DEAL 133 Winners	2280 TICKET DEAL 121 Winners
Take .....\$126.00	Take .....\$114.00
Payout (Average) ..... 85.60	Payout (Average) ..... 79.60
Profit per Deal (Av.)...\$ 40.40	Profit per Deal (Av.)...\$ 34.40
2052 TICKET DEAL—109 Winners	
Take .....\$102.60	
Payout (Average) ..... 73.60	
Profit per Deal (Average).....\$ 29.00	

WRITE TODAY for full details about TREASURE CHEST and other new WERTS Ticket Jar Deals on our new Exclusive Operator's Plan. Attractive big profit discounts. Send NOW!

WERTS NOVELTY CO., INC.

Dept. CMR-11  
MUNCIE, IND.

41

**CHAS. KOSTER  
CIGAR  
STORE**

**BRASS-ALUMINUM**

**SPECIAL TRADE CHECKS**

**OR STEEL**

**GOOD FOR  
1000 FOR  
N TRADE**

100.....	\$ 3.50	200.....	\$ 5.50	300.....	\$7.50
400.....	9.00	500.....	10.00	1000.....	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

**YOUR NAME and ADDRESS IS ON ONE SIDE**

**ROUND-SQUARE or OCTAGON-Lettered on 2 Sides**

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**D.C.**

**THE  
CURRENT  
TREND  
is to**

**STANCOR  
RECTIFIERS**

**STANDARD  
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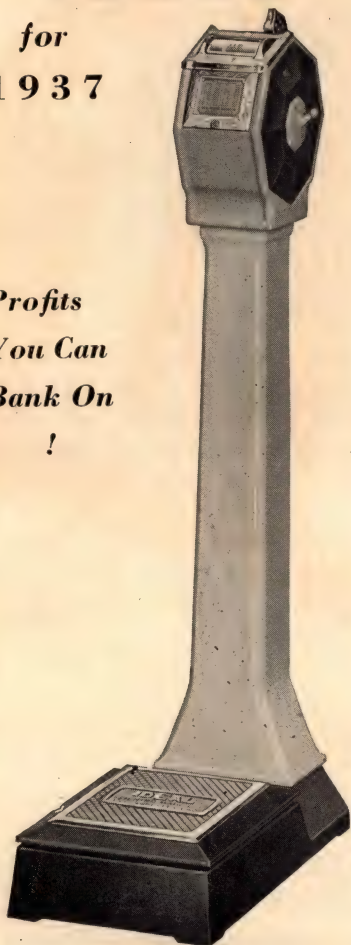
**POWER PACKS . . REPLACEMENT  
TRANSFORMERS . . RECTIFIERS**

*Ask your Distributor!*



# IDEAL for 1937

Profits  
You Can  
Bank On  
!



**IDEAL**  
Weighing Machine Co.  
1012 West 43rd Street  
LOS ANGELES CALIFORNIA

## Seattle Op

and wife visit southern  
coast towns in quick trip.

LOS ANGELES.—Local jobbers and operators played host for two days during the latter part of October to Bert Farmer and his wife from Seattle. Farmer, a prominent operator in the Seattle area and past president of the Seattle digger association, was in the southland to pick up some used diggers and new merchandise for his machines.

During his visit here he found time to stop at the REVIEW offices and ask us to thank operators up and down the coast for the cordial reception given him on his trip.

Probably the most exciting feature of his current trip was his visit with his sister in San Francisco. Twenty years ago the Farmer family was scattered through the death of the mother and for twenty years Farmer had not seen nor heard anything concerning the whereabouts of his sister. It pleased him greatly to find her comfortably established in San Francisco as the owner of a modeling school and operating an escort bureau as a sideline.

The editors of THE REVIEW are looking forward to visiting Mr. Farmer in Seattle in the near future and to take him up on his promise to "show us the town."

## ATTENTION!

Pamco Palooka, Jr. . \$17.50  
Bally Bonus . . . . 10.00  
Pamco Chase . . . . 17.50  
De Luxe 46 . . . . . 7.50  
Caliente . . . . . 7.50  
Sky High (5 balls) . . 10.00

Rodeo . . . . . \$ 7.50  
Pay Day (5 balls) . . 14.00  
5 Mills QT's, each . . 29.50  
Bally Challenger . . 19.50  
Giant . . . . . 8.50  
Jumbo . . . . . 10.00

Pamco Bells . . . . \$18.50  
Hit It . . . . . 10.00  
Double-Header . . . 15.00  
Pinch Hitter . . . . 20.00  
Paces Races,  
Serial 2800 . . . . 160.00

24 Mills D. J. P. Front Venders with Escalators, \$17.50 Each

USED GAMES SUBJECT TO PRIOR SALE—ONE-THIRD DEPOSIT WITH ORDER

New Games of Leading Manufacturers Ready for

IMMEDIATE DELIVERY

**ZANE AUTOMATIC SALES**

932 WEST MAIN STREET  
ZANESVILLE, OHIO

## Tulsa Reopened

to novelty games.

TULSA, Okla. (RC)—More marble boards are now in operation here than ever before—488, according to enthusiastic operators, are doing business at preferred stands throughout the downtown and suburban business sections.

After what operators term "a lull in their life," during the legal merry-go-round over what could be operated and what could not, the city fathers passed a new ordinance mostly in favor of the coin machine operators. As a result, the previous top of 350 boards a year ago has been passed by the new total.

The boards are of the 5-ball conventional type minus the automatic payoff to conform to the city ordinance. The 1-ball non-automatic is also receiving a good play.

Music machines and counter games are finding increased patronage, and operators state conditions are steadily improving. The new ordinance provides for a license for each board in operation, and during the past five months the income received from operators amounted to \$4,542.35.

With conditions and outlook as now viewed, there is talk of forming the long planned Operators' Association. No definite plans have been announced, however.

"The Sultan's son is inclined to be a bit wild."

"Harum scarem?"

"Oh, no, he's used to them."

## Washington Automatic Merchandisers' Association

President—HOWARD GRAY; Vice-President—F. E. MCKELSON; Secretary-Treasurer—A. B. SHAY. Address correspondence to Mr. Shay, 925 N. 70th St., Seattle, Wash.

By LOUIS KARNOFSKY

The W.A.M.A. held a meeting at Ben Paris' October 21, when new by-laws were drawn up. The most important measure inaugurated was one that restricted the commission of new locations to forty per cent. The limited number of locations now operating on a fifty per cent commission are allowed to stay at that figure under the new by-laws, but the percentage on all other locations has been fixed at forty.

The W.A.M.A. is one of the closest-knit coin machine organizations in the country, since every operator of a digger-type machine is a member of the Association and no one can enter the field here unless he becomes a member. As a result, unity and coherence follow the Association's every move and the digger set-up here is on a very high level.

Initiation fee for new members is set at \$500. The high figure is placed to protect the members of the Association against outsiders who start operations on a limited capital and who might attempt to take over locations and get into the picture here through unorthodox methods of operation or through "chiseling."

He began to protest violently about the flavor of the breakfast bacon.

Ringling for the maid, his wife asked serenely, "Nora, what did you do with the bacon we poisoned for the rats?"

## SUBSCRIPTION ORDER

# Coin Machine Review

1113 Venice Boulevard

Los Angeles, California

Please enter my subscription to **THE REVIEW** for:

\_\_\_\_\_ 1 year - \$1.00

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to start with the.....issue. A remittance in full is attached hereto.

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**A NEW  
NOVELTY GAME  
INVENTION!  
STARTLING  
THE ENTIRE  
INDUSTRY!**

# DUX



*And Only*  
**\$74<sup>50</sup>**

**NEW HIGH SCORE PRINCIPLE . . .**  
2 ducks travel in a continuous circle on the backrack, only 1 being visible at a time. There is a lapse of a few seconds when no duck is showing. Hits on the bumpers register only when a duck is showing. Skillful shooting of the 5 balls by timing the shots carefully is therefore rewarded by a higher score.

**ACTUAL "DEPTH", JUMBO SIZE**  
dimension effect by the use of mirrors but an actual depth backboard. The ducks fly out of the foliage in view of the hunter, and then disappear out of sight. Beautiful, twelve-color screening showing an actual hunting scene makes this the most beautiful backboard ever conceived.

**NEW REPEATER-ACTION SKILL BUMPER SPRING** Here is where the supreme thrill of DUX comes in! The repeater bumper spring remains lighted as long as a duck is showing on the backboard. If this bumper is hit while lighted, a continuous number of hits are recorded until the duck passes out of sight and the light goes out. A maximum of 8 hits is possible. The repeater bumper and all the others on the board are "dead" while the ducks are not visible in the backboard.

*And* . . . a simplified, perfected mechanism that will not give trouble. DUX has been skillfully engineered with as few working parts as possible. A new veeder payout recorder and "Score-Set" permits the operator to start recording of payouts at any of 5 high scores. Equipped with EPCO BELL LOCK

Read the  
Description of Play on the  
Reverse Side



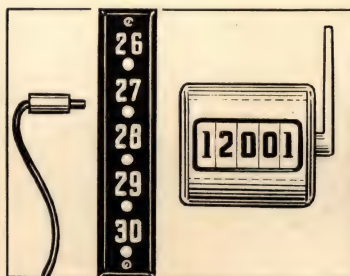
# THE GAME THAT WILL REVITALIZE EVERY LOCATION..



- 1 The ducks start rotating upon the insertion of a coin. 1 duck being in view at a time. There is a lapse of a few moments when no duck is in sight.
- 2 If DUX is tilted, the word "TILT" appears in lights.
- 3 All hits are recorded on the totalizer in lights.
- 4 11 bumper springs on the board add a single hit to score as long as a duck is in sight on backboard. If ducks are out of sight, bumper springs are "dead".
- 5 The "repeater bumper spring" lights up as long as a duck is in view. If hit while lighted, a continuous number of hits are recorded until the duck passes out of sight. A maximum of 8 hits is possible.

## NEW PAYOUT RECORDER AND "SCORE-SET"

The operator may adjust the game to the individual location. You have your choice of starting the payouts to record on the veeder counter at any of 5 high scores, starting at 2600, by merely inserting the plug into the respective hole on the "SCORE-SET" attachment. Thus, you can always control excessive awards. The veeder counter eliminates false payout claims by the location.



## DUX THE GREATEST GAME HIT EVER PRODUCED: NOTHING BEFORE LIKE IT!

An entirely new play principle—never before presented in pin games. An idea that has clicked so tremendously that operators are opening questionable territories, reducing "heat" by putting DUX in payout spots with no reduction in earnings and doubling and tripling the earnings on novelty game locations everywhere.

**ORDER  
TODAY**

CHICAGO COIN MACHINE MFG. CO.  
1725 DIVERSEY PARKWAY  
CHICAGO, ILLINOIS





## Philadelphia Coin Machine Operators' Association

President—MARTIN MITNICK; Vice-President—FRANK ENGEL; Financial Secretary—B. HANKIN; Secretary—JACK BRANDT; Treasurer—B. STEIN.

By HARRY BORTNICK

It has been amazingly easy for the Organization to make what at first appeared a revolutionary move in Association circles, by beginning the meeting promptly at 9 o'clock. No matter how few members were present the president rapped his gavel and pronounced the meeting in order. The first two meetings found many stragglers, but when they began to find themselves missing a good deal of important discussion and unable to properly realize the state of affairs, they came earlier.

Now, the beginning of November, finds each meeting well attended and each man arriving on time. Your correspondent was curious to find the reason for the sudden influx of new faces, and asked one of them why he had never seen him before at meetings. His answer was an affirmation of the correctness of the necessity for making the meeting time prompt and early:

"I didn't come to meetings very much before because by the time they were started it was usually after 10, maybe 11 o'clock. I didn't want to stay here all hours of the night, so I didn't come at all, but got a report of everything from somebody else. Recently I was informed that the meetings were beginning promptly at nine, and I realized that I would be able to get home early, so I began to come to meetings again." That explanation for the attendance of one man may be the same for others, and a reason for the enlarged attendance.

Several new members have been admitted to the organization. These men, new to the coin machine business, evinced a willingness to affiliate when they were informed of the existence of the Coin Machine Association. They are: Al Graham, who thanked the members for allowing him to join, Frank Kuhns, and Eddie Bloom. With the admission of these men to membership, it means that practically all coin operated machines in Philadelphia are

owned by members of the Association.

Plans were considered for the nomination and election of officers, and the annual banquet was discussed. It is believed the affair of last year, which was a gala event, will be surpassed and out-galaxed by the banquet which will be held this year.

Professional talent of the highest order will entertain the diners. Not satisfied with the tremendous floor show of last year, the entertainment committee has laid plans to bring in out-of-town entertainers, New York, Atlantic City and points East, West, North and South will be raided for new amusements and pleasures for the banqueters.

### Personals

Dorothy Lerner, daughter of Operator Abraham Lerner, one of the oldest men in the coin machine business, was married November 14, at the Stephen Girard Hotel. The lucky man is Al Cohen, who was once an operator.

Harry Rubin, the quiet chap with a lot of stream-lined action, is also in line for congratulations. He became the father of a bouncing baby daughter October 11. The baby was a buxom eight and one-half pounder who was brought to Harry at the Mt. Sinai hospital. The new honey was named Arlene, and it is rumored that Shirley Temple was warned to watch out for her laurels.

Phil Dribben is another one passing out cigars. He is the papa of a boy, Stanley. Phil has already begun to ask Harry Rubin about "noden" for the marriage. He already has intentions of amalgamating his route with Harry's so that the couple will have a good start in the coin machine business. Wants to keep it all in the family.

Phil has already bequeathed his heir a coin machine. All the money from that machine will be banked in the name of Stanley Dribben. Possibly an education fund. That makes Stanley the youngest operator and also the most immature association member in the country. Let's see anybody argue that statement.

Al Rodstein says he wants to buy a



# WHOA!

DON'T PICK YOUR POWER EQUIPMENT WITH A HANDICAP!  
PICK A REAL WINNER WITH A

## STANCOR POWER PACK!

STANDARD  
TRANSFORMER  
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850 BLACKHAWK STREET • CHICAGO

POWER PACKS . . REPLACEMENT  
TRANSFORMERS . . RECTIFIERS

Ask your Distributor!

route. Good and cheap. He also said that his brother Bill is hunting for a blonde with dough. Well, he's not the only one.

Cy Glickman's new "Poko-Lites" were beauties and when he exhibited them at the meeting there were several comments about their good looks. That is unusual in a machine that's been in use for a long, long time, and the credit is due to Cy's method of refinishing the machines he makes over.

(Turn Page)

45

## OPERATORS!

Let Us Convert Your Bumper Games Into a Game Called

# POKO-LITE

Every Bump Shows a Different Hand, and With Each Bump, the Hands Get Better and Better!

\$16.50

- New Paint Job.
- New Scoring System
- New Panel Glass
- Picture of 5 Cards in a 4-in. Square



Mystery Skill Shot on Top of Board Gives Player 3 to 5 Extra Bumps.

EVERY BUMP SHOWS A DIFFERENT HAND

Give your old game a new wallop. Has been tested on location and proven successful!

POKO-LITE will give you six more months of play. Cabinet is completely repainted a beautiful spotted red. You and your customers won't recognize the game, it is so converted. Registers CARDS instead of NUMBERS, up to a ROYAL FLUSH. Just send us your BUMPER games prepaid, and we'll send you back your game completely converted into a POKO-LITE C.O.D.

Special price on 3 or more. Don't send legs or bolts.

POKO-LITE Machine Complete Without Trade-in.....\$29.50

5062 Pennway Ave.

GLICKMAN COMPANY

Philadelphia, Pa.



(Continued from preceding page)

Here's special news of interest to all phonograph and coin machine operators in the Philadelphia area: Ben Fireman and Phil Dribben have gone into partnership and combined their two routes, making them one of the largest operators in the city. Also, it is understood that they're going into the phonograph operating business.

They haven't as yet purchased their equipment, although they're interested in Rock-Ola and Wurlitzer, or perhaps both. We really should charge Lazar and Penn Coin-Amatic for this information, but we'll take an ad in the COIN MACHINE REVIEW instead. If anybody sells them through this tip, we demand a full-page ad.

In order to take care of their enlarged business, Fireman and Dribben plan to move into new headquarters.

One of the fortunate few men who managed to win something on the Irish Sweepstakes is Cy Glickman, inventor of "Poko-Lite." He's assured of a small fortune from the lottery, provided the government doesn't take most of it away from him first in taxes. Cy is so proud of his luck that he framed the cablegram which informed him of his good fortune. He brought it down to a meeting of the Association and exhibited it. He even included a newspaper clipping with his name and something he said about winning.

In an exclusive interview Cy told how he felt on winning: "I was working in the office when I got an urgent call from home telling me there was an important message for me, and to come quickly. I thought perhaps it was an order for about fifty Poko-Lites and so I made it there as quickly as possible.

"When they handed me the telegram and I read it, I couldn't help feeling slightly disappointed. I think I felt as though I'd won the money in a card game—a poker game, perhaps. I felt as though it were due me after losing so many times. But I'm glad anyhow that I was the fortunate one to hit the horse on the head."

The wire which brought all this good news and fortune reads as follows:

"Congratulations counterfoil KB21289 drew today. Prize one hundred Pounds sterling Irish Hospitals Cesare Witch sweepstake Despatching Instructions November 2 Please await Hospitals Trust."

The ticket which Cy made out under the name of Jesse James came addressed to him, however. He thought that since he wasn't going to win, he might as well get some fun out of it anyhow. And the first thing he did with some of the dough was to buy an ad in the COIN MACHINE REVIEW.

Television will be a wonderful thing, but it will never replace the old fashioned keyhole.

## ATTENTION: VENDING MACHINE OPERATORS

WRITE FOR FREE SAMPLES AND PRICES OF OUR NEW  
PEANUT-SHAPED CHEWING GUM

Will vend in any peanut vending machine.  
A fast seller—people buy it because they like it.

U. G. GRANDBOIS CO.

KALAMAZOO, MICHIGAN



"Bon Voyage" is the farewell of Wurlitzer Vice-President Homer Capehart to Wurlitzer Adman and Mrs. A. W. Landsheft on the eve of a vacation trip to Europe, their first in nine years. Landsheft heads Landsheft and Warman, Inc., advertising agents for Wurlitzer.

## Coin Business

solves credit problem.

DAYTON, O. (RC)—"Better than the parts business," is the way R. C. Walters, of the W and L Service, likes operating phonographs. Walters was for ten years engaged in selling automotive parts and equipment before entering the coin machine business.

"One fine thing about merchandising through coin or vending machines," continued the Dayton man, "is the absence of the credit problem. In the parts business we always had to be worrying about extending credit and making collections, but in operating phonographs that grief is eliminated. How many other businesses can a man enter today that are in as sweet a position as that!"

Walters was born near Lexington, Ky., famous for its fine whisky, fast horses, and fascinating femininity. He has a 350-acre farm in the famed Blue Grass area, and takes time out from coin machine operating to pay visits to his acreage.

Coming to Dayton in 1927, Walters and a friend started an automotive parts business, building the firm to one of the most successful in the city. Four years ago he helped his brother-in-law, Robert Lutes, start in the coin machine business, and by this year the firm had done so well, Walters decided to retire from the parts busi-

## Werts Announces

new Treasure Chest  
ticket jar deal.

MUNCIE, Indiana.—Designed to give each operator an exclusive on his county which will protect him fully against competitors, and thus insuring repeat business, Werts Novelty Co.'s new Treasure Chest, combination ticket jar and jack pot card deal, is said to show unusual promise, according to the results of local tests which built up a splendid amount of public interest.

Unusual prize set up, according to President Fred Werts, features Captain Blood's Silver Chest and Captain Kidd's Gold Chest, each with eight seals and a big jack pot seal. Each jack pot pays \$25 cash; Gold Chest seals pay \$15 to \$25; Silver Chest seals \$5 to \$15. Seals on the lower section of the multi-colored card pay \$1 to \$15. Deals are made up in three sizes, varying according to the number of tickets in each.

The Werts firm claims the palm as originators of jar deals. Factory has twice been enlarged, and now operates on a 24-hour schedule to meet the demand for its jar deals.

ness and devote all of his time to phonograph operating.

## ADVANCE VENDING MACHINES

110 Models



ADVANCE "DUO"

Write for Catalogue No. 37

ADVANCE MACHINE  
COMPANY

4645 Ravenswood Ave.  
CHICAGO ILLINOIS

## BRASS CHECKS for PIN GAMES

	1c	5c	10c	25c
5000.....	\$4.50 M	\$5.00 M	\$4.50 M	\$6.00 M
1000.....	4.75	5.50	4.75	7.00
500.....	3.00	3.50	3.00	4.50

Nickel plated checks add \$1.00 per M to above prices.

Terms—One-third Cash—Balance C.O.D.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

NO CASH VALUE—SOLID OR WITH HOLES





## FORWARD

(Continued from Page 27)

The Englishman stops for tea. The Scandinavian stops for coffee. The American stops for "the pause that refreshes"—or for anything else he can think of. Occasionally an American business firm is discovered which has a tea cart that is pushed around the office at three o'clock in the afternoon, and everyone stops work simultaneously and relaxes. The Shell Oil Co. in San Francisco is one of these, and an advertising agency in New York is another. But they're scarce, and the usual thing is an unobtrusive retreat to the nearest cigar stand for a bottle of Coca-Cola, or to the nearest drug store for a cup of coffee.

Visitors to the AUTOMAT found they could save footsteps, save time on a busy day, and still be able to satisfy their wants, for they found installed there a large Coca-Cola vending machine dispensing an ice-cold bottle of the beverage for a nickel, a U-Need-A-Pak 12-column cigarette machine dispensing all popular brands, a U-Need-A-Pak gum and mint vendor dispensing in five-cent packages four kinds of Life Savers, four flavors of Wrigley's gum, or Dentyne if the purchaser preferred it, and last, but not least, a Selectria five-cent candy bar machine, making available twenty varieties of five-cent candy bars.

During the first day hundreds of sales were made. Not only was the AUTOMAT patronized by stenographers and clerks—but by the bosses themselves, and by visitors to the building—salesmen, telegraph messengers, the postman, the deliveryman. And daily its popularity grew, proving to the two operators who had courage enough

to invest their savings and time to pioneer the new venture, that their faith and hope were justified.

The "Automat Refreshment Service" is, quite frankly, an experiment, though present indications are that the experiment is a success. Names of the two pioneers may not as yet be revealed, but to give them credit for what they undertook, here's what they had to do:

They had to lease offices in ten buildings, after deciding which buildings were the best bets for the installation of such a service. Rentals, advertising and other overhead expenses for the ten Automats approximate \$750 a month, and they had to foot the bills. They had to hire a union truck driver, and they had to purchase a specially built truck. The Coca-Cola machines weigh about 350 pounds each, and pushing them in place is no job for infants. Handling and servicing them is a man-sized job, too, when thousands of bottles of the drink are vended each day.

The pioneers had to inspect equipment and consider which would be most satisfactory from every standpoint. U-Need-A-Pak cigarette and gum and mint machines were selected because the operators felt they had the most trouble-free mechanism, and because they felt they could be serviced most easily. And then they had to purchase and install that equipment. So you can see the size and extent of their undertaking.

Later they intend to add to the "Automat Service" pencil vendors, postage stamp vendors, handkerchief vendors, and from time to time other service machines will be tried out. No games of any sort are to be installed, however, for it is the desire



## DON'T PLAY WITH TIME!

AN IDLE GAME MEANS  
LOST REVENUE TO YOU..  
LOST INTEREST TO YOUR  
CUSTOMERS...

PUT BREAKDOWNS  
"ON THE SKIDS" WITH  
**STANCOR PACKS**

**STANDARD  
TRANSFORMER  
CORPORATION**  
850 BLACKHAWK STREET • CHICAGO

POWER PACKS... REPLACEMENT  
TRANSFORMERS... RECTIFIERS

Ask your Distributor!

**5¢ PULL EM TONY 5¢**

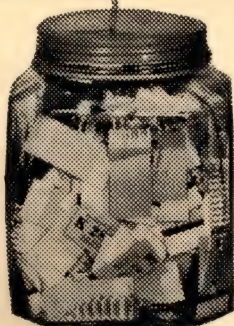
TONY ROW PAYS: 5¢ or 15¢  
TOP the TOP: 85¢ or 15¢  
Lucky Row Pays: 13¢, 12¢, 1¢, 50¢, 25¢

Each combination repeated six times in this jar

13¢ or 12¢ or 1¢ or 50¢ or 25¢

TONY ROW PAYS: 5¢ or 15¢  
TOP the TOP: 85¢ or 15¢  
Lucky Row Pays: 13¢, 12¢, 1¢, 50¢, 25¢

TONY ROW PAYS: 5¢ or 15¢  
TOP the TOP: 85¢ or 15¢  
Lucky Row Pays: 13¢, 12¢, 1¢, 50¢, 25¢



## CALLING ALL OPERATORS!

In less than 4 weeks operators in 24 states are re-ordering on "Pull 'Em Tony" jar deals. We are the only manufacturers in the U. S. today who are putting out this new, attractive jar deal.

**THIS DEAL SELLS OUT IN ANY  
LOCATION IN 24 HOURS!**

Takes in.....\$57.00  
Average Payout.....29.00

Average PROFIT.....\$28.00

All 55 red seals go out with 2 chances to Lucky Row, and 1 chance to hit "Tony." The payout is from 25c to \$15.00.

Sample deal complete \$4.00. Dozen lots, complete, \$36.00. Refills and cards in dozen lots, \$24.00. Tax paid, express paid on sample deals, refills and cards. 1/3 deposit must accompany all orders.

**GO GETTER JAR CO.**

P. O. Box 691

TYLER

TEXAS

of the operators to gain and keep the good will of the employers. To that end they have posted in the "Automat" room signs requesting employees not to loiter—to make their purchases and return to their desks promptly.

It is interesting to note that the pioneers knew enough of merchandising and methods to make more than one installation. One might have been either a success or a failure, due to peculiar conditions existing in the building in which they chose to locate. Instead they picked a round number and installed ten of them. From this they will get an idea of the average amount of business possible. They will be able to check some successes against some relative failures—for it is evident, and certainly the men must have anticipated it, that some of the ten Automats would bring in greater revenue than others.

It is interesting, too, to speculate on how the idea may spread into other cities. True, the nearest thing to it, the Automat restaurants in New York, have not become popular in other cities, but the purpose is different even though the method of supplying refreshment for a coin, and the end of gaining profit, remain the same.

Likewise one may speculate as to the new types of equipment which may be found suitable for office building installation, and the effect this new move may have on the future trends in vending machine manufacturing. This much is sure: Whether the idea is one that can be worked by the operator in the smaller town, or whether it remains one to be capitalized by a few hardy individuals in the larger cities, it is a forward step in the vending machine business; it's progress; and as one part of the industry goes ahead, so the other phases must follow.



# ST. LOUIS



## News from the Forty-Ninth State

By H. A. INSINGER

ST. LOUIS. (RC)—During recent weeks all roads led to this metropolis and it became the Mecca for a host of coin machine men from far corners of the United States. The magnet which drew so many far-sighted businessmen to St. Louis is the latest addition to the coin machine vending field, Popmatic, an automatic popcorn vendor that pops the corn in plain view of the customer. The serving is piping hot, a great big bag, brimful, and for a nickel.

Popmatic is distinctly past the experimental stage. It was three years in the making. Just how many models Rudi Greenbaum (you guessed it, he's the inventor of the ingenious machine and president of the firm) threw into the ashpit during the experimental period he hasn't had time to figure out. He assures, however, "There was plenty of grief for us before we got where we are now. But now we are off to a flying start and with a machine that's got 'it' all around. Come on, let me show you the assembly line."

The factory was a beehive of activity. Dozens of men working on Popmatics in all stages of assembly. With all the rows of machines there appeared not nearly enough of them to go round and fill the demands that were swamping the office.

The ink had barely dried on the pages of the COIN MACHINE REVIEW, which had carried advertising copy on Popmatic, when orders arrived by airmail and telegraph. There were keen business men for whom no distance was too far to go to see the machine that promised money-making possibilities beyond ken, the Popmatic. Among the early callers at Popmatic headquarters were Rollin H. Stewart and E. V. Alexander, both from Indianapolis, Ind. Another distributor who made fast time to St. Louis is well-known by Cleveland, Ohio coinmen, A. W. Witalis. Glenn Liebig, from Mascoutah, Illinois, happened to arrive when President Greenbaum was absent, temporarily. Friend Liebig was on pins and needles during this absence. Obviously he feared that he would be left out in the cold when the first lot of Popmatics would come off the production line. And traveling as far as any came Major Mohr, of Mohr Brothers, Los Angeles.

Popmatics are filling a long-felt need, and if it comes to a battle for the survival of the fittest, Popmatic is bound to rank with the best among the survivors.

To the many friends of genial Walter Gummersheimer it will be a surprise, no doubt, to hear that he has resigned from his position as district sales manager for

the Rudolph Wurlitzer Co. in order to accept the offer to become general sales manager for Popmatic. All those who know "Walt" need not be told that he has a good thing to sell and that he will give their desires any reasonable consideration as heretofore.

John Kling is sporting a set of antlers. He says they come from Wyoming and that he gained possession of them by dispatching the luckless buck that had grown them. Well, anyhow, the antlers were last seen in the office of Harry Davies, his boss, and while they may hail from far-off Wyoming we entertain reasonable doubts regarding his marksmanship. The state of Wyoming seems to be well chosen, with a definite purpose, as it were.

Lee Turner has moved his base of operations to a new location. Formerly Lee shared quarters with Harry Davies. Of course Turner says his old location was becoming cramped, and all that. But since the change of address took place shortly after the antlers were hung, we wonder if it wasn't maybe a measure of fear for the return of the spirit of the departed buck that precipitated the movement.

The past month's callers on local jobbers included L. W. Gensburg, Chicago, and E. R. Summy from Rolla, Missouri.

Thanksgiving looms in the offing. Mouths are beginning to water as the ground work for a Lucullian Thanksgiving spread is being laid. Naturally, if you are the host you expect to get at least a smell of the eats that cost you a matter of cash, perhaps a good deal. The suggestion is offered that you compile your guest list very, very carefully. Probably it would be a wise move to charter a private detective and have him check up on the eating capacity of your prospective guests. We warn you—we had the pleasure of seeing Jim McCall make off with a plate loaded with turkey, potato salad, dressing, tomatoes, etc., and a matter of something to wash it down. Who likes turkey, anyway?

## Injured in Auto Crash

JEFFERSON CITY, Mo. (RC)—Art Lynes, extensive operator in this territory had the recent mishap of being involved in an automobile accident. While he was hurt, he did not require any lengthy hospitalization, and it is believed his injury did not amount to much more than a black eye.

Nimble Bill Fink of Automatic Phonograph Co. happened to be a little too nimble. It is not reported what he was after, or whom, when he descended those fateful steps. The fact is that he tumbled down them. Eventually poor Bill was in position to survey the damage he had suffered—a dislocated shoulder. And to quote

his co-workers, "Was he sober? Yes. Absolutely."

M. Wolf is known among his operator friends for his penchant for good horseflesh and thoroughbred dogs. His latest pastime has been to go shopping with a \$500 bill, (we didn't know one man could have that cash) much to the dismay of pretty counter girls and cashiers. Some day friend Wolf will encounter a party who will know the bill to be a genuine piece of currency and presently he will be minus the teaser.

Who says coinmen have no inventive genius? Perhaps the reason is that there is no need for an inventive mind to become active. Well, William Zittos had a reason, a reason that made itself volubly heard, around the wee hours of the morning. Brother Zittos felt that he got his share of walking when trotting from location to location in Mt. Vernon, Illinois. Night being designed for sleeping, he meant to abide by that sentiment.\* But the young operator was always operating at full blast—and that required an invention to put an end to this nightly nightmare. You see, from his tinkering with all sorts of coin machines he assimilated a measure of mechanical knowledge, and when now he put his wits to work he evolved a motor-driven cradle. No doubt it also sports a stop and go signal and an automatic feeding device, but we'll bet it's without a coin chute.

The effort to do good unto his fellowman cost John La Ban his automobile. Not so long ago he was asked by a street-operating automobile polisher, with whom St. Louis abounds, to let him shine up his car—good-natured John contracts with the solicitor to simonize the auto. If it wasn't because the man likes his drinks it was for some other reason that the fellow promptly gets inebriated, loses the key to the automobile after he had it unlocked, goes out on a driving spree, and finally wrecks John's nice new automobile in a collision with another car—while John got a new car as a result of his dicker, it has caused him a good deal of inconvenience. Also, La Ban has become more hardboiled. No sooner does one of these itinerant simonizers make his usual spiel than John gives him one of his famous looks and the poor fellow shrinks into a shadow of his former self. Even the string of phonos that he operates are said to have become less obstinate since the master has become hardboiled. And the moral? Gentlemen, wash and shine your car yourself.

\* \* \*

"Why, George! How can you think such an awful thing? There's nothing under my bed but a couple of old suitcases."

"Yeah? Well, what's the idea of wrapping them up in my pajamas?"





## Snax Head

optimistic.

DETROIT. (RC)—A pickup in business, promise of further increase, and receipt of a number of letters from satisfied location owners all made W. H. Cornell of Snax Automatic Stores, Inc., more optimistic than he has seemed to this correspondent in a long time.

Among the letters received was one from a large automobile factory in which it was stated that Snax machines had always been appreciated there but were now receiving more and more favorable comments because of night shifts. All the letters expressed satisfaction and appreciation of the availability of fresh candy and peanuts, and the advantage of these quick energy-producers was mentioned frequently.

## Visit GADCO

DETROIT. (RC)—William Goldberg, Canadian jobber, was a recent Detroit visitor, and a practitioner of Mr. Hearst's "Buy American" slogan. Goldberg, who has been in the business for fourteen years and is well pleased with the prospects of continuing indefinitely, bought 150 machines from General Amusement Devices Co. Ed Roodvetze of Grand Rapids, Mich., was also a GADCO visitor, and went home with fifteen gum machines for his E.N.R. Sales Co.

## Coney To Hunt

DETROIT. (RC)—Donald A. Coney of See-Con has a striking display of Seeburg Royale and Rex Symphonolas in his front office, and reports that business is rolling right along with all the lights green. His calendar has a big red ring around the date of November 15, for that's the day Michigan's deer hunting season opens, and the day he plans to shoot the first deer on his new 320-acre tract of hunting ground. He figures there ought to be at least several deer to shoot at, although the rule is one hit to a hunter. Watch your next issue of the REVIEW for complete score.

## Location Education Needed

DETROIT. (RC)—Joe Reich thinks a new deal is due the location owner who expects as much return these days as when machines cost \$12.50. With machines costing over a hundred dollars to install, he believes location owners should be educated to the fact that they can't expect a machine to pay all their overhead expenses and provide a new fur coat for the wife every year. Machines are being pulled which could be money-makers if the location owners would play fair and recognize these new conditions, Reich claims.

## Sweeps Winner

revises games.

PHILADELPHIA. (RC)—Cy Glickman was a winner in the Irish Sweepstakes. How would you like to have had his pocketbook then? Sound good?

If he were to write a book on how he won his fortune a lot of fellows would buy it, forgetting that luck played a major part. But Glickman has something better. He has a method of bringing back to life and popularity obsolete Bumpers and Skippers.

For a low price, according to report, Glickman will turn into a new Poko-Lite game, which will be able to stay on location for six months with a profit all the time, an old Bumper or Skipper. Or, if you'd rather, he'll sell one without the remodeling operation. Game uses poker hands instead of numbers in its register, and each bump brings forth a different hand ranging as high as a Royal Flush.

"I hear that Jack has broken off his engagement with Gladys. How did she take it?"

"Oh, it has completely unmanned her!"

## Daval Affiliate

announces popcorn vendor.

CHICAGO.—With experimental work completed and test results deemed "more than satisfactory," Ranel, Inc., an affiliate of Daval Mfg. Co., is now in early production of U-Pop-It, an automatic corn popping merchandiser, said by officials to be one of the most sensational introduced in a field that is attracting widespread attention throughout the industry.

Pointing to the need for legitimate vending equipment, and tracing the history of popcorn back to the days when the corn was popped in an iron skillet over an open fireplace or a wood stove, A. S. Douglass, who heads both Daval Mfg. Co., and the firm which is producing the new machine, skillfully drew the threads together in his announcement by pointing to the public appetite for fresh, hot buttered popcorn, and indicating the profit operators might find in satisfying that desire.

Douglass gave full assurance that the guarantee of 29 years of successful manufacturing and business experience, and unquestioned fair dealing, would hold good in the case of U-Pop-It.

R. G. Norman, advertising manager for the firm, announced that circulars would be available to interested operators early in November.

## Production Adjusted

DETROIT. (RC)—Four-in-One Mfg. Co.'s Mr. Gordon reports that the manufacturing difficulties which held back production for a short time have now been cleared up, and the firm is once more on a normal schedule and ready to fill orders as before.

*New!  
Different!  
Amazingly low-priced!*

So new we don't even have a picture . . . So low-priced you'll be amazed. Come in and see the new

### SIMPLEX CIGARETTE VENDORS

Slug-proof A. B. T. sliding coin chute, positive action.

5-Column, with Stand

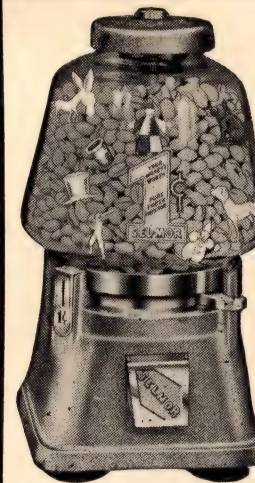
\$50.00 . . . . . Delivered

8-Column, with Stand

\$65.00 . . . . . Delivered

### WILL P. CANAAN

1347-51 West Washington  
LOS ANGELES



SEL-MORS

SELL MORE

Grab Big, Steady DOUGH with a route of Compact, Stream-lined SEL-MORS especially designed to

Vend TOYS, CHARMS etc!

Also vends peanuts, hard candies. Better spots welcome SEL-MORS 1c Vendors. They have that air and give all-around performance! Crinkled Baked Enamel Base in Chinese Red; crystal-clear globe, chromium fittings, slug-proof coin mechanism; 6-tumbler lock. SEL-MORS are different; BETTER!

ONLY \$625 F. O. B.  
K. C. Mo.

1/2 dep. Bal. C.O.D. Less in quantities. 5 year guarantee against defective parts! Sell More with SEL-MOR!

STAR Mfg. & Sales Co.

3905 Wayne Ave. Kansas City, Mo





## Oakland Business and Personalities

By D. H. PETSCH

The Oakland Music Operators' Association played host to four visiting State members at their October meeting. Mrs. Inez Anderson, Mr. Morton, and Mr. Bridgeport contributed news and views of the Stockton Association while A. Bristow brought words of cheer from Sacramento. All agreed that President George Miller has done some excellent work in organizing the Valley operators in the State Association.

Election of officers preceded the social hour and a unanimous ballot was cast renewing Miller's presidency. J. K. Thompson replaced Frank Clarke, who has been ill, as vice-president. Tony Capers was named secretary; Al Lamb, treasurer; Harry Matheny, sergeant-at-arms, and Sam Tessler, George Bates, F. Morgan, William McMannis, and George De La Cruz comprise the Board of Directors and Grievance Committee. These officers were installed at a special meeting November 9. F. Sharkey of the Sharkey Amusement Co. and Mr. Johnson of Roseville were voted in as new members.

Some men just can't help women's falling in love with them. It has become necessary for Maurice Tessler to retain a bodyguard when he visits certain locations, for brunettes, to whom Maury appeals the most, will place flowers on his phonographs and gaze at him with misty eyes each time he enters the door.

Frank Pedroni covers twice the territory in half the time since he bought his

new Oldsmobile. He is able to carry a large supply of machines and tools under the fenders, his men report.

The first delivery of Seeburg Royales from Sam Tessler's new Oakland store went to the Messrs. Kingston and Offenbach of San Francisco, who state that their collections have practically doubled.

Burr Winslow has decided to leave the sunshine of California for the lure of Reno. His operations there (in the phonograph line, he adds) have been so successful that he plans to make that his headquarters. He states that he intends putting stickers on all his new machines.

The Oakland Music Operators have rented a large display booth from the Tavern Association and plan to exhibit some of their wares at the Farm Show to be held in the Oakland Auditorium in November.

## Remodeling Completed

OAKLAND.—Alterations and remodeling have been completed at Oakland Automatic Sales Co., one of the oldest and largest jobbing firms in the East Bay region. Display rooms and repair shops are now said to be as fine as any in town. Firm features a complete line of new Wurlitzer and Seeburg phonographs, and a large stock of used music machines. Repair department, under competent supervision of Abe Grimes and Lou Huntington, ace service men, has been newly equipped. Firm is owned by Sam Tessler, who is assisted by Jack Adler.

Opportunity only knocks once. The next time it's the house detective.



"Now let me feel your bumps, Professor."

## Hershfelds Back from European tour.

SAN FRANCISCO. (RC)—"The Three Musketeers" of Hershfeld Sales Co. returned in October from a three-month pleasure and good-will tour through Canada and Europe. Arnold Hershfeld and his two brothers-in-law, Norman Carr and Aaron Gordin, left San Francisco during July and traveled by train to British Columbia and then across Canada to the eastern coast where they boarded the S.S. Lafayette.

Not a snapshot can they whip out under the noses of their friends and bore them with "That's me under that Sphinx. Don't I look awful?" A complete account of their wanderings they recorded in movies and since each took his turn taking them, some very interesting shots developed.

Through England, France, Switzerland, Belgium, Holland, Italy, Roumania, Austria, Czecho-Slovakia, and Mr. Hershfeld's native Hungary they journeyed, the Messrs. Carr and Gordin hunting for fun and Hershfeld searching for rare oil paintings and vases, which happen to be his hobby. Particularly proud is he of some of the paintings which he discovered in Hungary and Italy. These he removed from their frames and shipped home in packing cases. He feels that his hobby was well-nourished by the trip.

Throughout Europe the Musketeers scattered publicity pamphlets on San Francisco's 1939 World's Fair. Some coin machine broadsides, too, were left behind in several countries.

The return on the Normandie marked the seventeenth crossing for Mr. Hershfeld.

## Distribution, Price

policies announced on U-Pop-It.

CHICAGO.—According to word received from Ben L. Kulick, salesmanager of Ranel, Inc., the new U-Pop-It automatic corn popping merchandiser will be sold only to operators through distributors, thus insuring coinmen of a clear field, and guaranteeing them permanent income.

With regard to price policy, Kulick indicated that the figure is to be standardized and based on quantities purchased, without discrimination or deviation from scheduled prices.

**BRUNSWICK**  
Every Artist an ARTIST!

## EAST BAY HEADQUARTERS FOR THE NEW SEEBURG ROYALE & REX

SYMPHONOLAS

Also All Wurlitzer Model

PHONOGRAPHS

We also carry in stock Wurlitzer 312 & 412 Models

All Models in stock for IMMEDIATE DELIVERY

Write or Wire for our attractive prices.

EXPERT REPAIR SERVICE

**OAKLAND AUTOMATIC SALES CO.**

121 10th STREET

OAKLAND, CALIF.



# Automatic Music

## Honest Man

pleases everybody.

LOS ANGELES.—There's still an honest man in the world.

One day last month, to buy fifty Permo Point needles, Sanders Brothers, Los Angeles music operators, walked into the offices of American Record Corporation of California. The deal was completed and the musicians departed.

About half an hour later the telephone rang. Sanders Brothers were calling from their home to find out whether they had left their needles on the counter. They hadn't, American Record advised them. And that seemed to be that—until . . .

About a week later a decrepit and very dirty old man walked into American's offices and said, "Do you sell phonograph needles? They aren't a dollar apiece, are they?"

Special kinds, he was told, were a dollar each. Did he want to buy one?

"No, I found some. I was looking for things—along gutters," he explained. "I found a package of fifty needles. I stuck them in my pocket. Nobody uses phonograph needles any more, I thought. Then I looked at them again. There were fifty of them, and they were marked a dollar apiece."

"So I looked up in the telephone directory right away to find out who in this town sells phonograph needles, and I found your name. Did you sell somebody a package of fifty?"

That cleared up the mystery of the missing needles, Sanders Brothers were pleased, American Record Corp. was cleared of any suspicion of careless handling, the old man got a bit of a reward, and the whole thing proved there's still an honest man to be found. ●

## Kelley Extending

operations into smaller towns.

DAYTON, O. (RC)—Extension of his phonograph operating to numerous small Ohio towns around Dayton has been making his work more interesting lately, reports H. J. Kelley, local manager of the Sun Sales Co. Kelley has a good representation of phonos in profitable Dayton spots, but feels that the small town restaurants and lounging places also need cultivation.

"A small town proprietor really feels that we are doing him a favor by putting one of our machines in his place," said Kelley. "And he is right, but I wish we could say the same thing for all city location owners. Even though they believe it, they won't tell you."

"Another nice thing about operating in small towns lies in the contacts we make with a lot of whole-souled types of individuals—men who aren't under the pressure of city life, and who take things easy. Servicing their machines is a pleasure, and the profits measure up well with city locations." ●

**MELOTONE**  
Ace of the Hit Parade!

## Conducts Own Crusade

against dirty records.

NEWARK, N. J.—So often crusades against dirty ditties on phonographs in taverns come from men too far removed from actual operating to get proper perspective, that it's welcome news when an operator comes out strongly and flatly against them.

The man is Howard Kass, general manager of the phonograph division of the Major Amusement Co. of this city, and in taking matters into his own hands he sent the following letter to each of his agents with instructions to inform all location owners:

"We are taking this opportunity to inform you of conditions throughout northern New Jersey and New York regarding a certain brand of risque novelty records. There has been considerable trouble in and around New York City during the past month. In several instances machines have been confiscated and storekeepers arrested.

"Within the past two weeks we have been notified by police authorities in Northern New Jersey warning us about the use of these records, and we are asking you at this time for the benefit of our accounts, as well as for ourselves, to refrain from using these records."

"Thank you for cooperating with us."

Included with the letter, to make the issue even more forceful, was a clipping from the Newark "Star-Eagle" reporting that in Union Township, just outside Newark, a plan has been set up to license all phonographs in public places. Police are making regular rounds, and if any of the machines play smutty recordings—out the window!

All credit to Howard Kass and his one-man campaign to keep operators from digging their own graves. ●

## Decca Expands

into Northwest.

SAN FRANCISCO.—Just back from Seattle, L. C. Gilman, Pacific Coast manager for Decca Distributing Corp., has announced the opening of a direct factory branch at 3131 Western Avenue, Seattle, under the management of Frank Allen, a former salesman for the firm in this area.

High standards of service, which have characterized Decca's other branches and upon which the operators have come to rely, will be carried into Seattle, according to Gilman's statement. Demonstrating facilities will be provided, and a complete stock of Decca records will be available at all times. Opening for business was scheduled for the second week in November, with the possibility of a more formal opening at some later time being considered. ●

"What do you think of this new picture of mine entitled, 'Winter'?"

"Hmmm, I've never seen a winter as bad as that."

## Talent Merged;

Master, Variety discs become Brunswick, Vocalion.

NEW YORK CITY.—Irving Mills, managing director of Master and Variety records since last April when he entered the field, has made news again. As a climax to all his previous activities, he has made a new contract arrangement whereby Master and Variety records will henceforth be released directly as products of American Record Corp., on the labels of Brunswick and Vocalion, respectively, using only a credit line "Produced by Master Records, Inc." to differentiate between his products and others on American's labels.

Belief was indicated that through combination of talent, and the addition of Variety artists to the Vocalion catalog, and similarly for Master and Brunswick listings, American Record Corp. would have dominance in the thirty-five and seventy-five cent fields, that consolidation would prove advantageous in other ways.

Mills indicated that while a popular song may last two or three months, special material, such as that presented by Master and Variety, aside from being free from competition, sells two or three times above the average sale, and for a longer time. Likewise he indicated that records made for the swing clientele—"hot" clubs and collectors—were just as good for the coin machine trade. Reason given for this is that "If rhythm is the foundation for good dance music, what could be better than the solid tempo of a swing band?"

As a result of the merger it was announced that the American Record-Mills combine, furthering its bid for supremacy in the recording field, would increase its sales force throughout the country, and its promotional outlets as well. ●

## New Seeburgs

shown in Seattle.

SEATTLE. (RC)—Advance showing of the 1938 Seeburg phonographs and demonstration of the late model marble games, both novelty and payout tables, featured an informal get-together at the New Washington Hotel on October 15.

The affair was attended by some forty operators, a good many of them from out-of-town, who came to Seattle especially for the occasion.

Jack R. Moore, who was a Seattle visitor October 14, 15 and 16, presided over the group, and was ably aided in putting over the show by H. B. Hoffman and Thelma Oliver.

After a hearty breakfast at 9:30, Moore and his assistants took the floor. Toward the close of the afternoon, the operators left for Moore's local branch, where the demonstration continued until 5:30. ●

**COLUMBIA**  
Gem of Them All!



## Music Service

compared to rental libraries.

CHICAGO.—Rental libraries, containing books representing all types of literature, can be found in almost every medium-sized drug store in the United States. While books may be obtained without cost from the public libraries, these rental libraries meet the needs of the people for convenience and supply a frequently wider range of reading matter. From this service idea has been built a prospering industry.

Such is the finding of J. P. Seeburg, head of the firm bearing his name. His statement followed a recent tour of the United States, and he made this comparison: "A similar situation exists in the phonograph industry. While the public may get music from the radio without cost, just as the desire for a wider type of literature and for accessibility is being capitalized by drug store owners everywhere, so the demand for diversified music is being exploited by thousands of Seeburg operators throughout the country.

"Where formerly it was impossible to satisfy this ever increasing desire for music of all types because of the limited number of selections that could be played, now Seeburg's new Royale and Rex Symphonolas make it possible to offer 20 selections of music, ranging from symphony to swing.

"Wise, alert Seeburg operators are finding it extremely profitable to merchandise music in the following novel manner. Circulars announcing the arrival of current music hits are distributed throughout the neighborhood. Each of these circulars carries a coupon entitling the holder to a free vote for his most favored selection among the current hits. Each week these coupons are called in by the location owner, placed in a large basket, and one is drawn.

"The winner, who must be present in person, receives a couple of tickets for a neighborhood theater. It is not necessary for him to have played the Symphonola in the location, but it seems to have stimulated such play, judging from reports that we have received."

Seeburg intimated that this is just one of many merchandising feats that might be used to bring additional profits into the hands of Seeburg operators and location owners, indicated that because of the possibilities, sales of Rex and Royale are booming to unheard-of proportions. ●

the RCA Victor distributor in Manila.

## Victor Records

cheer Philippine lepers.

MANILA, P. I.—Nearly a thousand lepers confined in a colony on lonely Cebu Isle, in the Philippines, get a full program of the best in music from the belfry of the only church on the island. From that point a Victor phonograph playing Victor records gives "concerts" for sufferers of the malignant disease.

Irish-born Father George Kilbride, a middle-aged, kindly priest, is responsible for the musical periods which emanate from the belfry in which he makes his home. Records are supplied by friends and by

the RCA Victor distributor in Manila.



Wurlitzer executives congratulate Earl E. Reynolds on his appointment as District Manager of the Rudolph Wurlitzer Co. for the State of Texas. Standing, left to right: Credit Manager W. P. Bolles; Advertising Manager R. B. Bolles; Assistant Vice-President J. E. Broyles; Secretary-to-Mr. Capehart Harry King; Assistant Sales Manager John Schwartz. Seated, Vice-President Homer Capehart; Reynolds; Salesmanager E. H. Petering.

## THESE WURLITZER-SIMPLEX FACTORY REPRESENTATIVES WILL HANDLE YOUR MUSIC REQUIREMENTS



**W. E. SIMMONS**  
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## SOLD EXCLUSIVELY TO OPERATORS

**BRUNSWICK**  
Every Artist an ARTIST!

## Texan Named

Texas District Manager  
for Wurlitzer Co.

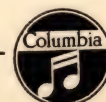
NORTH TONAWANDA, N. Y.—Though originally from Missouri (you've got to show me), Earl E. Reynolds for seven years has been a Texan, and judging by the number of congratulatory messages sent by Texans on the Reynolds' appointment as Texas District Manager for the Rudolph Wurlitzer Co., Texans know it.

Reynolds' first year was spent in San Antonio. Then, though he and his wife travelled extensively throughout the State, their residence was in Dallas, and there, previous to his new appointment, he owned the Alamo Sales Co., distributing Wurlitzer Automatic Phonographs exclusively.

To increase the efficiency of Wurlitzer service, Reynolds is opening three Texas offices—in Dallas, San Antonio and Houston—where stocks of phonographs and parts will be maintained for immediate delivery. ●

Artist: "I'll sell you that picture for fifty dollars."

Playboy: "No, you won't. But I'll give you ten for the address of the model."





# STOP



# LOOK



*and*

# LISTEN





# COLORFUL ILLUMINATION of WURLITZER 616 A

*makes millions of people*

**STOP** and **LOOK** then put their nickels in and **LISTEN!**



We told you it would happen — and it HAS!

Wherever installed, the Wurlitzer Automatic Phonograph Model 616 A has topped all previous profit totals by a mile!

The reasons are plain to be seen!

"STOP"—shouts the brilliant color and illumination of this sensational instrument to every patron of even the most dimly lighted location.

"LOOK"—commands the gorgeous light and color transmitted through "Lucite" grille bars that make this Wurlitzer 616 A the most beautiful automatic phonograph ever built.

"LISTEN TO ME PLAY"—is the irresistible invitation of this appeal-packed Wurlitzer — and listen they do by the hour; by the millions to marvel at its flawless reproduction of all types of music.

Is it any wonder that Wurlitzer operators everywhere get and hold the best locations when they can offer an instrument that excels all others in sheer earning ability — that harmonizes perfectly with any decorative scheme — and whose striking lighting effects consume no more electrical current than one household light bulb?

Share the rewards of Wurlitzer leadership in cabinet design; in mechanical perfection; in recording accuracy as embodied in the Wurlitzer Automatic Phonograph 616 A. Become a Wurlitzer operator. Write, wire or phone today for particulars.





WURLITZER *Automatic* PHONOGRAPH...MODEL 616 A



# WURLITZER 616 A

## Proves Its Astounding Appeal

on  
Atlantic City's Boardwalk

Displayed at the permanent Atlantic City Boardwalk exhibit of DuPont, producers of Lucite, new transparent plastic used exclusively by Wurlitzer in the manufacture of automatic phonographs, the Wurlitzer 616 A proved its amazing appeal in record breaking fashion.

Producing a perpetual traffic jam that literally blocked the far-famed Boardwalk, in 12 days over 74,000 people went through the exhibit. On one day alone, 11,200 stopped, looked and listened to the Wurlitzer Automatic Phonographs on display.

Reports DuPont's Exhibit Manager, G. C. O'Connell, "These amazing crowds showed tremendous interest. They seem to hate to leave. The Wurlitzer Phonographs in the window draw crowds eight and ten deep. The one inside is in play almost continuously".

And so it is wherever Wurlitzer operators install these magnificent instruments. They draw bigger crowds that stay longer, spend more, come back again and again eager to hear the magic music of these big money makers. The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.





# "ACRES OF DIAMONDS" IN OLD DISCS!

*Should auld acquaintance be forgot  
And never brought to mind;  
There are lots of records gathering dust  
That still make many a dime!*

**T**RUER words were never spoken, for in today's mad rush to get the latest recordings as they are released each week the automatic music operator is passing up a wealth of recorded music stowed away on the record company shelves that will eclipse in earning power the fervent swing stuff dished out in liberal doses by our big name bands each week.

It's been a pet theory of ours for some time past that if someone would take the time to dig back into the cobweb covered storage bins filled with recordings of yesterday and yesteryear a great number of standard tunes, comedy numbers, etc., could be brought out that would do a mighty job of bringing more nickels into automatic phonographs.

We set aside several days last week and went to work picking out a few numbers and running them off on our equipment. The results of our efforts we are passing on to you in the belief that you'll find all of these numbers worthy of your consideration.

These old numbers are of the type that will live for a generation or more. They are numbers that were prime favorites in their day and there are thousands of people today who would gladly pay five cents to hear these old timers again. We have tried to pick numbers with wide appeal and our comments following each record listing will explain more fully the type of recording it is.

So here goes on our first trip to yesterday's recordings:

## BRUNSWICK

**BING CROSBY (V) 6169, 6936, 6610, 6485**

STAR DUST  
DANCING IN THE DARK  
LOVE IN BLOOM  
STRAIGHT FROM THE SHOULDER  
THERE'S A CABIN IN THE PINES  
I'VE GOT TO PASS YOUR HOUSE  
TO GET TO MY HOUSE  
DINAH  
SHINE

Here are eight numbers, every one of them topnotch favorites yesterday and today, that will ring the bell for taking in the dough. Bing bangs out the vocal in true showmanship fashion. The last pair have the Mills Brothers working with Crosby.

**ETHEL WATERS (V) 6564**

STORMY WEATHER  
LOVE IS THE THING

Ethel Waters never made many records, but what she did make were good and sold heavily in their day. Here is the best of the lot... Ethel doing "Stormy Weather" as only a colored songstress can do. Real hit material for today's phonographs.

**MAE WEST (V) 6675**

I'M NO ANGEL  
I FOUND A NEW WAY TO GO  
TO TOWN

This record found its way to a waiting world when Mae's picture "I'm No Angel" was released. In her sexy type of delivery Mae does a neat job on both sides. The mere listing of her name on your program strips will account for a lot of nickels.

**ANSON WEEKS (O) 6639**

THE MAN ON THE FLYING TRAPEZE  
(1 & 2)

We remember this as one of the best recordings ever made of this popular barroom ditty. The whole sad story is told on both sides by Frank Saputo with suitable musical accompaniment. It isn't a dance number. It's a band specialty and a comedy knockout. Using two of these will bring in the dimes for very few will be contented with only half of the tragic tale.

**BOSWELL SISTERS (V) 7302**

ROCK AND ROLL  
IF I HAD A MILLION DOLLARS

In it's day this disc was a tremendous success. "Rock and Roll" is one of the finest recordings the Boswell Sisters made during their long association. It originated in "Transatlantic Merry-Go-Round." It's still a headliner and a nickel getter. Jimmie Grier's ork. accompanies.

**VICTOR YOUNG (O) 6468**

THE NAUGHTY WALTZ (Waltz)  
MISSOURI WALTZ (Waltz)

As fine a waltz pair as has ever been put on wax. These two well-known and dearly loved waltzes will live forever. Victor Young's recording speaks for itself... it's too marvelous for words. A disc like this can be used over and over again in the same spots.

**WAYNE KING (O) 6475, 6563**

BLUE DANUBE WALTZ (Waltz)  
CAPRICE VIENNOIS (Waltz)  
I CAN'T REMEMBER (Waltz)  
WHEN IT'S LAMP LIGHTIN' TIME  
IN THE VALLEY (Waltz)

The waltz king has these two to his credit. Made a few years back they still sparkle with their modern arrangement, smooth interpretations, and smart will be the operator that feeds these two discs to waltz loving spots.

**CASTILIAN TROUBADOURS (O) 6749, 6961**

CARIOCA (Rumba FT)  
ORCHIDS IN THE MOONLIGHT  
(Tango)  
LA CUCARACHA (FT)  
DUST ON THE MOON (FT)

First pair from "Flying Down to Rio." "Cario-ca" is another of yesteryears dandies and paired up with "La Cucaracha" you have two top notch foxtrots that will still get plenty of attention. Nice recording.

**CASA LOMA (O) 6289**

SMOKE RINGS (FT)  
IN THE STILL OF THE NIGHT (FT)

The theme song of the Casa Loma aggregation teamed with Carmichael's "In the Still of the Night" makes a perfect lasting double. They used to swing a couple of years ago. Just listen to the incidentals on "Smoke Rings." Very good.

**TED FIO RITO (O) 6736, 6902**

MY LITTLE GRASS SHACK IN  
KELAKEKUA HAWAII (FT)  
WHAT'S GOOD FOR THE GOOSE IS  
GOOD FOR THE GANDER (FT)  
KING KAMEHAMEHA (FT)  
SOFT GREEN SEAS (FT)

Here are four true Fio Rito production numbers. The whole band and vocalists go to town on these four popular ditties of lasting quality. These numbers were made while Ted was the main attraction at the St. Francis in San Francisco. His national broadcasts plugged the numbers plenty and many a one will drop a nickel to hear these Fio Rito classics again.

**DUKE ELLINGTON (O) 6600, 6265, 6646, 6682, 6987**

SOPHISTICATED LADY (FT)  
STORMY WEATHER (FT)  
ROSE ROOM (FT)  
IT DON'T MEAN A THING (FT)  
IN THE SHADE OF THE OLD  
APPLE TREE (FT)  
HARLEM SPEAKS (FT)  
MOOD INDIGO (FT)  
BLACK AND TAN FANTASY (FT)  
SOLITUDE (FT)  
MOONGLOW (FT)

It's difficult to review five records in one paragraph. If our past opinions have meant anything to you, take our word for it that these five are worthy of every consideration. These numbers were recorded before Ellington

went batty over swing stuff. They're straight foxtrots and man, oh man!... they're great. Everyone of them are lasting favorites.

## DECCA

**FRANK LUTHER (V) 113, 151, 313, 475**

FRANKIE & JOHNNIE  
GUS EDWARDS MEDLEY  
BARNACLE BILL THE SAILOR  
THE RETURN OF BARNACLE BILL  
THE DASHING MARINE  
THE PIG GOT UP AND SLOWLY  
WALKED AWAY  
WHOA JOSEPHINE  
THERE'S NO ONE WITH ENDUR-  
ANCE LIKE THE MAN WHO  
SELLS INSURANCE

Straight vocal novelties, comedy numbers, old medleys, etc. On the first Luther combines the classic of many an early barroom with a group of dearly loved Edwards tunes such as "School Days," "Light of the Silvery Moon," "Jimmy Valentine," and "Sunbonnet Sue." Next three are comedy numbers with orchestral acc. Very good.

**DORSEY BROTHERS (O) 117, 469**

ANNIE'S COUSIN FANNIE  
DR. HECKLE AND MR. JIBE  
WEARY BLUES  
DESE DEM DOSE

Back in the days when the Dorsey boys were working together they built up quite a reputation for band production numbers. One of the best examples of their work was "Fannie," an arrangement that was widely copied by bands all over the country. The number has that lasting quality and the vocals are so darn good that it's worth putting back on the program stack every once in a while. Second disc listed is a hot and fast pair of instrumentals. "Weary Blues" made a lot of friends in its day and a lot of loyal friends will still support it with nickels.

**FRED HILLEBRAND (V) 215, 216**

HOME, JAMES, AND DON'T SPARE  
THE HORSES (1 & 2)  
THE DRUNKARD SONG (1 & 2)

Hillebrand, assisted by The Cavaliers, records two novelty numbers that pack a load of entertainment. First is one of those old time sort of things with a lady's reputation at stake. Heart rendering, etc., while the second is the famous drinking song made popular by Rudy Vallee and his uncontrollable laughter. Hillebrand has an excellent voice and his clever work should bring in a heap of silver.

**LOUIS KATZMAN'S ORK. 124, 125**

LA PALOMA  
O SOLE MIO  
LA ESTRELLITA  
CIELITO LINDO

Four waltz numbers that should be in every music operator's library. Beautifully recorded. No vocals. Top arrangements.

**HARRY RESER (O) 284**

NO! NO! A THOUSAND TIMES  
NO!! (Waltz)  
YOU'RE NOT THE ONLY OYSTER  
IN THE STEW (FT)

Comedy vocals all the way through the first side, well known story of the foiled villain, etc. Sound effects add to the patrons enjoyment of this disc. Ripe for any month in the year in taverns, etc.

**ROY FOX (O) 326, 355**

CARRY ME BACK TO THE LONE  
PRAIRIE (FT)  
OLD FAITHFUL (FT)  
THE MERRY WIDOW WALTZ (Waltz)  
VILIA (FT)

Here are two more discs for every library. They should be in constant use on machines and switched from one to another week after week. Tunes that will always live, expertly recorded.

**CLYDE MCCOY (O) 381**

TEAR IT DOWN (FT)  
SUGAR BLUES (FT)

For red hot rhythm, muted cornet work par excellence, here is one disc that will live forever. It's a masterpiece. You can judge good and bad hot discs using this one as a perfect standard.

— TURN PAGE —



(Continued from Page 57)

## MELOTONE

**SINGIN' SAM (V) 12635**  
THE SIDEWALK WALTZ  
WHEN IT'S LAMP LIGHTIN' TIME  
IN THE VALLEY

Remember Singin' Sam, The Barbasol man? Here is his only recording and a dandy it is too. Numbers are prime favorites of yesterday and the deep rich bass of Singin' Sam brings out their full value. Great.

**HARRY McDANIEL (O) 13242**  
THE DRUNKARD SONG (FT)  
NO! NO! A THOUSAND TIMES  
NO! (Waltz)

A novelty foxtrot and waltz. This is a swell combination disc. Both numbers offer real money making possibilities. Both are well recorded and vocals are great. There's no date on numbers of this type. It will be just as good tomorrow as it was a year ago.

**MASSEY FAMILY (V) 13006, 13306**  
GOIN' DOWN TO SANTA FE TOWN  
RIDIN' DOWN THAT OLD TEXAS  
TRAIL  
WHEN THE WHITE AZALEAS  
START BLOOMING  
NOBODY TO LOVE

Leave it to the Massey Family to turn in some numbers that will last for scores of years. These two will and there is no doubt about it. They're tops for this particular type of material. Ask your dealer to run these off for you and you will agree with us that they're numbers you should have in your library, permanently, for occasional and frequent use.

**JOHNNY JOHNSON (O) 13378**  
THE HORSE WITH THE LAVENDER  
EYES (FT)  
THE NIGHT THAT SHE CRIED IN  
MY BEER (FT)

Harry McDaniels, who occasionally steps to the fore and directs this combo, vocalizes on these two. They're standard popular tunes that the public loves to hear over and over again and you can't find a better recording than this of these two peachy numbers. Recommended!

## VOCALION

**BEVERLY HILL BILLIES (HB) 3164**  
WHEN THE BLOOM IS ON THE SAGE  
RED RIVER VALLEY

A few years back the Beverly Hill Billies were the big radio rave. Here are two of their best numbers. Sweet, smooth, even voices make this a noteworthy disc in the realm of hillbilly music. Exceptional.

**BANG BOYS (N) 3372**  
WHEN LULU'S GONE  
DOIN' IT THE OLD FASHIONED  
WAY

Novelty playing and singing. While slightly risque this one does not overstep the bounds of common decency . . . still it is cute and two-meaning enough to go over nicely.

**LOUIS ARMSTRONG (O) 3026, 3059, 3172, 3203**  
SONG OF THE ISLANDS (FT)  
THE LONESOME ROAD (FT)  
CONFESSIN' THAT I LOVE YOU  
(FT)

IF I COULD BE WITH YOU ONE  
HOUR TONIGHT (FT)  
STAR DUST (FT)  
WRAP YOUR TROUBLES IN DREAMS  
(FT)

I SURRENDER, DEAR (FT)  
WHEN IT'S SLEEPY TIME DOWN  
SOUTH (FT)

Designed primarily for colored spots these Louie Armstrong interpretations of popular ditties of yesterday are worthy of consideration. Geared to really slap the colored trade into pouring nickels into phonos.

**BOB WILLS (O) 3361**  
SUGAR BLUES (FT)  
FAN IT (FT)

Hot dance numbers rattled off at an A-1 clip by Wills and his Texas Playboys. "Sugar Blues" is the better of the two.



Complete orchestra for this crowd at the Covered Wagon in Dallas, getting ready to do the "Big Apple," is a Mills Studio Phonograph.

## Delivery Technique

important.

DAYTON, O. (RC)—Coin machine operators need to use the furniture store's technique in making its deliveries, said A. S. Levy, of the A. S. L. Sales Co., phonograph operator and jobber.

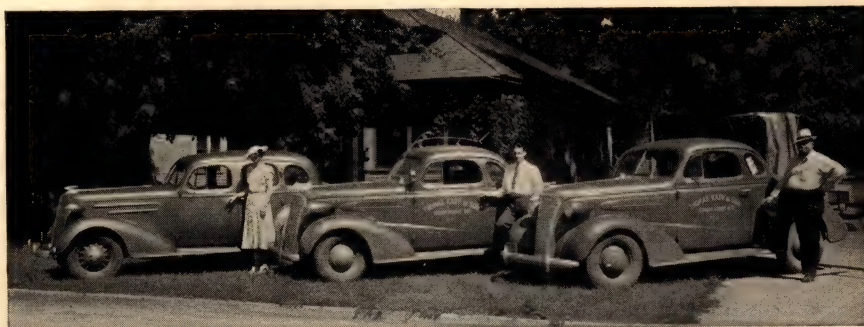
"More attention is being paid today to customer cultivation through deliverymen," Levy pointed out. "When furniture is delivered to a home, stores recognize that the customer will be influenced for good or ill by the attitude and manner of the delivery men. And the customer's good will may be lost through the lack of civility on the part of men who deliver merchandise.

"We aim not to make our deliveries of machines during the customer's busy hours. We use only men for delivery work who are of friendly disposition, and who recognize that their attitude can make or mar

our relations with the customer.

"We never let men go out wearing sweaters, and looking like coal-heavers or hoodlums, but insist they be clean-shaven and wearing clean collars, and neckties. And we ask the men to use extreme caution when placing a machine in a location so that they don't track up floors, disarrange other furniture, or otherwise inconvenience the customer in his place of business. The same courtesies should be extended by the men, if they are moving a machine out of a location that has been unsatisfactory.

"Attention needs also to be given to the way in which the trucks are driven on the street. If one of our drivers is careless, exceeds the speed limit, or cuts in ahead of other motorists, he is engaged in tearing down our business, for he forgets our name is on the truck, and that the man he cuts in ahead of may be one of our best customers out for a drive in his own car."



In the phone book, on the office door, on the fleet of cars, it reads "Thomas Kady & Son, Grand Forks, N. D." But after seeing the picture of the whole family ready to make the rounds of their Wurlitzer phonograph locations, it looks as though the firm must really be "Mr. and Mrs. Thomas Kady & Son." At least Mrs. Kady takes a tremendous interest in the business of her two "menfolks," who are on the go from morning till night.

## ARE YOU FACING JAIL? By Failing To Carry WORKMEN'S COMPENSATION INSURANCE

Phone NOW: Michigan 0961

Suite 671, Subway Terminal Bldg.  
417 SOUTH HILL STREET

LOS ANGELES, CALIF.

# Zeigler Insurance Agency, Inc.



# SAN FRANCISCO

## Quick Looks

By D. H. PETSCH

Fishing appears to rank as the most popular pastime among Bay coinmen, with hunting a close second. You are here-with tossed a few of the tales which should be accepted only for what they are worth. . . .

Albert Quast of the Chas. Fey Co. couldn't bring 'em back alive but he did the next best thing—brought 'em back on ice. He says he wanted to take no chances on his friends' accusing him of telling the usual stories. This month he took two weeks off and packed into the Trinity Alps where he made some big catches of Rainbow and Lochleven trout, most of them around fifteen inches. These he distributed among his friends when he returned, and as a result, their lips are now sealed. . . .

Harry Ross was so proud of the large salmon he caught that he decided to cure it himself. Coinmen who sampled it agreed he had done a fine job with the two-for-five cigar stubs. . . .

Bud Choate and Austin Bennett, boys from the Jack R. Moore office, played in luck Sunday when they hauled in bass almost as fast as they could bait their lines. When they returned to San Francisco they presented their catches to a third companion. Next day they were invited to lunch at a downtown restaurant and—you guessed it—served a big fish dinner arranged by the friend. . . .

Somebody told Al Carr of Hershfeld Sales that there were fish in the Klamath River, so he spent his vacation this month finding out how wrong they were. At any rate, he hasn't mentioned his catches, so if he did make a haul it's almost as good as when a man bites a dog. . . .

Burlingame has just welcomed Renato Marchetti to her bosom when he started bragging about his ability as a fisherman. According to him (and Burlingame is only quoting what she heard) he catches twenty pound stripers two at a time. He attempted to prove this story by passing three-inch pieces of fish among the local coinmen who only shook their heads sadly and walked away.

Did you ever hear of a man complaining because business was too good? Joe Ziff is muttering something about never having enough Rock-Olas around to make his storeroom look impressive. Two days are as long as he has been able to make the last three carloads last, he says.

Baby-face Puccinelli, big coin mogul of North Beach, bought a gold mine this month. He says it's a nice gold mine because an old Indian spotted it with a

willow wand. He has his troubles, though; he can't find anyone to run it. Local coinmen have expressed the horrid thought that all the gold from that mine will be found in Puccinelli's teeth.

Lou Rowland of Sacramento claims the game and punchboard business is getting better and better, and from the number of purchases made on his trip this month to San Francisco the boys are inclined to believe him.

You have to put a bear trap outside George Leatherby's Golden Gate Avenue music house during the football season. He and George, Jr., are big fans, and since young George plans to be a Stanford end some day, they can't afford to miss a play.

Einar Wilslev has been curbing his flying bent this month. A trip to Sacramento by plane to look the business situation over has been the only flight he has made outside of those take-offs to his roof to test the atmosphere. He reports a boom for cigarette vending machines. He was able to keep his carload shipment in stock just two days.

What with a big repair business and his wife's little trick of stopping by the store Saturday afternoon and leaving Junior behind "to help Daddy," Walter Cady of the American Vending Machine Co. hasn't even had time to tune in on the Saturday football games.

Plans are being made for the arrival of Homer Capehart, Wurlitzer vice-president, the middle of November. The boys say they are going to show him a side of San Francisco he never before knew existed. So many people are clamoring to be shown that "side" too, that a profitable Escort Service may be opened.

Charlie Fey, the grand old man of the coin machine business, went out on a party the other night and got the scare of his life. His date for the evening brought her car—some special job with white upholstery and white fixtures. After a few drinks they decided to move on to another party, but Charlie dozed off on the ride over. The lady considerably picked out a parking spot away from the glare of a street light and locked Charlie in the car. Time passed. Suddenly Charlie woke up, saw his white surroundings, and decided he was in an ambulance. Operators all over the State report having been roused from sleep by his shouts.

Viking Specialty Co., the last of October, became exclusive California distributor for the Fielding Mfg. Co. and Victor Vending Co., and the Southern California agent for the Automat Games Co. Fielding manufactures the Tom Thumb line of peanut vendors while Victor features the new Universal. This model resembles only slightly the former Universal for its mech-

(Turn to Page 66)

59

## ANNOUNCING

A New ROCK-OLA Distributor  
for Northern California

with

**JOE ZIFF**

in charge

With a great deal of pride we announce our appointment as Northern California distributors for, what we think to be, the finest automatic phonograph on the market today. We will maintain a complete service department in addition and also will have service men on the road to assist operators should the occasion arise.

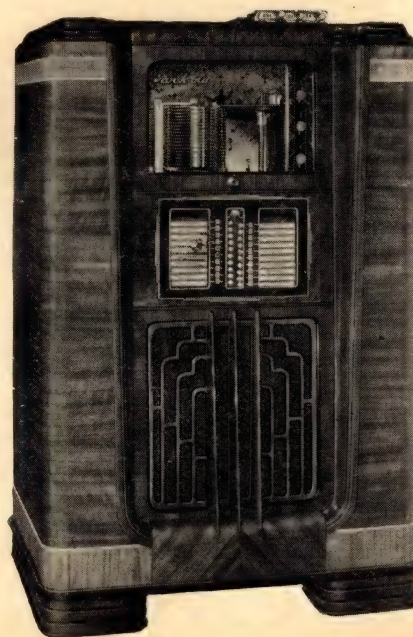
In our used phonograph department we will continue to offer popular make phonographs in all models at prices that will defy competition. Write for list of machines now being offered.

BUT ABOVE ALL . . . drop in and see the new Rock-Ola "20" TODAY!

**CRYSTAL MUSIC CO.**

156 Ninth Street

SAN FRANCISCO, CALIFORNIA



**VOCALION**

Tops Your "Must" List!



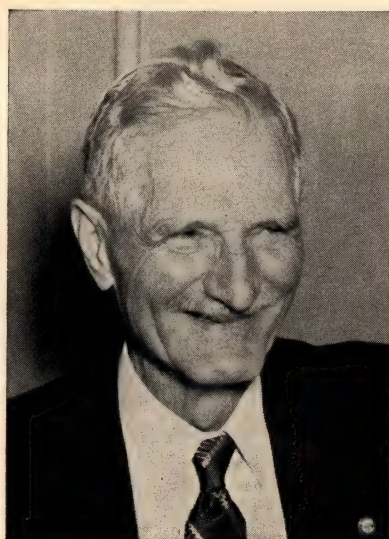
# PHONOGRAPH OPERATORS

The 1937

## VELVETONE

2000 - PLAY NEEDLE  
is now the peer of them all.  
IT'S DIFFERENT

**L. E. TURNER** 1229 Park Row Bldg.  
New York, N. Y.



### Boasts Half-Century in music business.

BANGOR, Me.—When he was 18 he made his first money by selling sewing machines. When he was 21 he got into automatic music as a hobby, starting with nickel pianos and the old mechanical violin-piano combinations. Then he began to manufacture clothing, not forgetting the music business, and though he'd never learned a trade he built his clothing factory and operated it to the tune of 75,000 garments a year, at the same time making astonishing improvements in methods during a twenty-year period. Finally, after twenty years, he gave up the manufacturing to make his hobby a full-time job. His name is M. A. Melvin, and today, at 79, he has the distinction of being the oldest music operator in America, both in age and activity.

An exclusive Wurlitzer operator since the days of the famous P-10, Melvin has operated all Wurlitzer models built to date, and says he "expects to operate all their future models, too, for without any question they're the best phonograph on the market for an operator to handle." His enthusiasm for the new 616A was boundless.

With his daughter, Maud, Melvin was an honor guest of the Wurlitzer Century Club's first annual convention in Buffalo. Miss Melvin and a son, Clarence, who stayed at home to look after the business, are associated with the veteran of fifty-eight years in the music business.

### Gabel Representative

finds operators busy and conditions good in western states.

LOS ANGELES.—Returning to Los Angeles this week from a swing through the states of California, Oregon and Washington, Robert Lloyd, Pacific Coast representative for the John Gabel Mfg. Co., reports conditions excellent and phonograph operators enjoying a fine business.

"Everywhere operators are looking forward to 1938 as a banner year for automatic music operations," said Lloyd. "With conditions the best in years on the Pacific slope, there can be no doubt but what 1938 will handsomely reward the enterprising operator."

## VOCALION Tops Your "Must" List!

### New Device

stops penny troubles in phono. quarter slides.

LOS ANGELES.—The Novelty Supply Co. has developed a novel accessory for Wurlitzer and Rock-Ola front chute phonographs which will once and for all stop the use of pennies in the quarter slot.

Operators the country over have experienced a great deal of trouble in the past few months with patrons placing pennies in the quarter slide and then forcing the chute in. Many time an individual has kicked the slide to force the coin through, and outside of cheating the operator, considerable damage has been done to machines.

The new accessory is called the Coin Chute Guard and it prohibits any undue force being exerted to push the slides in. It can be neatly installed on the front of the phonograph within a few seconds.

Charlie Washburn and Percy Shields, well known in the coin machine field, are the guiding heads of the Novelty Supply Co.

\* \* \*

"Where will you be stopping when you get to Paris?"

"Lady, when I get to Paris, I'll stop at nothing."

\* \* \*

It doesn't mean that a girl's stockings are low-priced just because they're within the reach of all.

## IMMEDIATE RECORD SERVICE

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RETEL THANKS AND CONGRATULATIONS TO YOU AND EVERY OTHER  
INDIVIDUAL IN THE FACTORY ORGANIZATION FOR SHIPPING MORE  
PHONOGRAPHS SO FAR IN OCTOBER THAN YOU SHIPPED IN ANY  
PREVIOUS MONTH STOP THIS IS INDEED QUITE A RECORD IN VIEW  
OF FACT THAT WE HAVE HAD MANY OTHER VERY LARGE MONTHS  
STOP PETERING TELLS ME THAT WE WILL CLOSE THE MONTH WITH  
A BIG BACKLOG OF UNFILLED ORDERS STOP PLEASE THANK  
EVERYONE FOR ME STOP EVERYTHING LOOKS GOOD ON THE FARM  
AND WILL RETURN TUESDAY OR WEDNESDAY=

H E CAPEHART.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE



# Hits On Discs

## BLUEBIRD

VERNON GEYER (Organ) 7188

CASA LOMA STOMP (FT)  
AFTER YOU'VE GONE (FT)

For swing organ you must reckon with this man, Geyer. He is right up front with his swing foxtrot arrangements on the Hammond electric organ. Tops for automatic spots. Don't pass this one by.

ART KASSEL (O) 7184

THE ONE ROSE (FT)  
DOODLE-DOO-DOO (FT)

A well rounded out disc for ops. First side is the dearly beloved foxtrot number. Second side is a humorous version of another popular ditty of yester-years. Vocals are good and the numbers should click.

WINGY MANNONE (O) 7198

JAZZ ME BLUES (FT)  
I AIN'T GOT NOBODY (FT)

Wingy and his crew let loose on two oldsters and make them fairly white hot. Hot trumpet featured. Good for colored spots.

ART KASSEL (O) 7196

THINGS ARE LOOKING UP (FT)  
I CAN'T BE BOTHERED NOW (FT)

Following closely the established style of Guy Lombardo the Kassel combo. do a magnificent job on these two numbers.

WINGY MANNONE (O) 7214

I'VE GOT MY HEART SET ON  
YOU (FT)  
LAUGH YOUR WAY THROUGH  
LIFE (FT)

If you can imagine Wingy singing songs written especially for Eddie Cantor in his pix "Ali Baba Goes to Town" you've got an A-1 imagination. Anyway, Wingy doesn't do so bad. In fact we might say he's pretty fair.

OZZIE NELSON (O) 7215

IF IT'S THE LAST THING I DO (FT)  
MILES APART (FT)

Nice recordings. Ozzie is back on the air

now and interest in his records will be revived. He sings both these numbers.

OLD TIMERS ORCHESTRA 7218

DEAR OLD GIRL (FT)  
I'M ALONE BECAUSE I LOVE YOU  
(Waltz)

Two dandies from the old folks library of popular music. Well recorded, intelligent handling of endeared vocals, etc., make this a disc well worth using.

WAIKIKI SWINGSTERS (N) 7220

HONEYSUCKLE ROSE (FT)  
HAWAIIAN SMILES (FT)

Straight instrumental Hawaiian numbers with a twang of swing muddled up in the arrangements. Fair.

RUDY VALLEE (O) 7226

THE MISSION BY THE SEA (FT)  
WHEN THE ORGAN PLAYED "OH  
PROMISE ME" (FT)

Foxtrots in the typical Vallee style with Rudy on the vocals. Beautiful numbers with a definite appeal.

JERRY BLAINE (O) 7227

FAREWELL MY LOVE (FT)  
SWEET VARSITY SUE (FT)

Now comes Jerry Blaine with, what he calls, Stream Line Rhythm. We can't see much difference between his arrangements and those of the other top recording bands. Anyway this disc is swell and his recording of "Sweet Varsity Sue" is right up the operators' alley. Good.

OLD TIMERS ORCHESTRA 7230

MY BUDDY (Waltz)  
I WONDER WHO'S KISSING HER  
NOW (Waltz)

Two musical jewels of the waltz days of yesteryear. These two delightful numbers will still get a magnificent play on today's phonos. This recording is superb, Recommended.

## BRUNSWICK

RED NORVO (O) 7975

RUSSIAN LULLABY (FT)

## BRUNSWICK

Every Artist an ARTIST!

CLAP HANDS—HERE COMES  
CHARLIE (FT)

Foxtrots, sans vocals, and for swingin' 'em Norvo takes the plush-bottom breast plate. Fine.

HORACE HEIDT (O) 7977

ONCE IN A WHILE (FT)  
SWEET VARSITY SUE (FT)

This disc is exceptionally timely. "Sweet Varsity Sue" is one of those numbers whose rare qualities it is a bit difficult to analyze, but one on which you can count in bringing in a monetary touchdown. Heidt makes a real production number of it. Great during the football season, and for that matter, anytime.

LEO REISMAN (O) 7978

I OWE YOU (FT)  
SYMPATHY (Waltz)

Another pair of knockouts from Reisman. First is from "Manhattan Merry-Go-Round" and is a sweet and smooth dance tune. Second hit waltz is from "The Firefly." Nicely recorded.

EMERY DEUTSCH (O) 7979

WHEN THE ORGAN PLAYED 'O'  
PROMISE ME (FT)

YOU STARTED SOMETHING (FT)

Beautiful dance numbers. As smooth as a plate of glass.

MINEVITCH - KEMP (O) 7980

THE GHOST WALK  
MOON WITH A HANGOVER (FT)

Borrah Minevitch and his Harmonica Ras-cals doing the weird ditty of the day are featured on the first side. For a novelty it's fair. Second side holds the sophisticated dance music of Hal Kemp's band. Good.

HORACE HEIDT (O) 7981

I'LL LOVE YOU IN MY DREAMS (FT)  
BUGLE CALL RAG (FT)

This one is good enough for your best spots. Larry Cotton does the vocal on the first side and the Three Trumpeteers and their triple-tongue trumpet work is featured on the second side. Excellent.

FRED ASTAIRE (V) 7982

A FOGGY DAY (FT)  
I CAN'T BE BOTHERED NOW (FT)  
THINGS ARE LOOKING UP (FT)  
NICE WORK IF YOU CAN GET IT  
(FT)

Here are the four tunes from "Damsel In Distress," representing the last compositions of the late George Gershwin. Ray Noble's orchestra accompanies and Astaire tap dances on the second side of both records. Very good.

PHIL REGAN (V) 7984

HAVE YOU EVER BEEN IN  
HEAVEN? (FT)  
I OWE YOU (FT)

Tunes from "Manhattan Merry-Go-Round" with Cy Feuer orchestra backing up. Very good.

## DECCA

AMBROSE (O) 1442

CARAVAN (FT)  
TWILIGHT IN TURKEY (FT)

Here is the masterpiece of all the recordings of these two sensationally popular numbers. Ambrose and his band put everything they've got into this disc. It's a wow!

MILT HERTH (Organ) 1445

SATAN TAKES A HOLIDAY (FT)  
SOMEBODY LOVES ME (FT)

If you haven't started to use these hot foxtrots on the Hammond Organ by Maestro Herth here is a good disc to start on. They're absolutely great and your customers will go for them. Try this one and you'll want all his previous organ discs.

WILL OSBORNE (O) 1455

THERE'S A GOLD MINE IN THE SKY  
(FT)

IF I CAN COUNT ON YOU (FT)

Here is another "Ole Faithful." Decidedly different but surefire enough to play your last dollar on. Running mate is fair.

SOPHIE TUCKER (V) 1472

SOME OF THESE DAYS  
THE LADY IS A TRAMP

The "Last Of The Red Hot Mamas" really goes to town on these two ditties. Sophie hasn't lost a flicker in her flame and she's still hotter than a firecracker on the vocal work. Very good!

THE CASA LOMA (O) 1473

SMOKE RINGS (FT)  
ALWAYS (FT)

Instrumental numbers dished up in the true

## COLUMBIA

Gem of Them All!

62

## THE ONLY LONG LIFE

Phonograph  
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IS THE REVERSIBLE

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6415 RAVENSWOOD AVE.

CHICAGO, ILLINOIS



Glen Gray style. Terrific foxtrot numbers.

**MILT HERTH (Organ) 1478**

JOSEPHINE (FT)

AFTER I SAY I'M SORRY (FT)

More hot-cha on the organ with Milt Herth at the console. This lad got a tremendous plug on the national networks recently and the ops might be smart to play along on his recordings. This one is great!

**ROY SMECK (O) 1479**

BUGLE CALL RAG (FT)

LIMEHOUSE BLUES (FT)

Here is a lad who has been ill-advised. Somebody told him an aggregation predominate with strings can swing. The answer is on this record. To our minds Roy fails miserably after he forsakes the conventional.

**THE FOURSOME (N) 1480**

NOBODY'S SWEETHEART (FT)

SWEET POTATO SWING (FT)

These are the lads who have created such a sensation on the Bob Burns Kraft Music Hall program. At their best the boys record two great numbers. Easy to dance too and mighty fine to listen in on.

**JIMMIE GRIER (O) 1474, 1475**

SOMETHING TO SING ABOUT (FT)

OUT OF THE BLUE (FT)

EVERYTHING YOU SAID CAME TRUE (FT)

IF IT'S THE LAST THING I DO (FT)

Tuneful dance numbers that should click in the dance spots. First pair come from the pix "Something to Sing About."

**LANI MCINTIRE (N) 1482**

LOVER COME BACK TO ME (FT)

ONLY A ROSE (Waltz)

The ever-popular hit of "New Moon" plus "Only A Rose" from the "Vagabond King" on one disc and played by the incomparable Lani McIntire and His Hawaiians makes a double no op. can afford to miss. It's great material!

**BING CROSBY - CONNIE BOSWELL (V) 1483**

BASIN STREET BLUES

BOB WHITE

Here's a bagful of talent for your money. Presenting the top male and femme warblers of the ever-growing Decca family of artists in a swing vocal duet with John Scott Trotters orch. backing up to make them danceable as well. Excellent and highly recommended!

**MELOTONE**

**PRAIRIE RAMBLERS (N) 7-11-61**

KANSAS CITY RAG

SMOKEY MOUNTAIN SCHOTTISCHE

Old time playing and calling. Where the folks go for old time dances and are willing to depend on the phonograph for the callin' here is a royal disc.

**VICTOR**

**"FATS" WALLER (O) 25681**

I'D RATHER CALL YOU BABY (FT)

OUR LOVE WAS MEANT TO BE (FT)

Two numbers that certainly prove the versatility of Mr. Waller. First tune is his usual type of things with lots of snappy band work and effervescent vocals. Second side is a lament sort of thing but equally well done.

**HAL KEMP (O) 25685**

FOGGY DAY IN LONDON (FT)

THINGS ARE LOOKING UP NOW (FT)

RKO picture tunes from "Damsel in Distress." These numbers represent some of the last music written by George Gershwin. The Hal Kemp versions are superb.

**LEO REISMAN (O) 25687**

HAVE YOU MET MISS JONES? (FT)

I'D RATHER BE RIGHT (FT)

Leo Reisman has a swell band and fortunate indeed is it that he has been commissioned by Victor to do the tunes from the new stage rage "I'd Rather Be Right." The play, current in New York, is a takeoff on the present administration. Reams of publicity have flooded the country and the tunes look like they're in for a tremendous plug. Dandy record.

**BUNNY BERIGAN (O) 25688**

I'D LOVE TO PLAY A LOVE SCENE (FT)

I WANT A NEW ROMANCE (FT)

From the Paramount film "Love on Toast" comes this pair of romantic ditties. Sam Coslow contributed a portion of his limited stock of gray matter and the result is average dance material.

**"FATS" WALLER (O) 25689**

THE JOINT IS JUMPIN' (FT)

A HOPELESS LOVE AFFAIR (FT)

Hot numbers in the true Waller style. First is right up the maestro's alley and on the "B" side he worries out a slow FT. Good.

**CALI & GOTTUSO (N) 25691**

SWINGING GUITARS (FT)

CARINA (Bolero)

The versatility of Cali and Gottuso is demonstrated on this double. For guitar duet numbers these boys rate first mention. Spots where such a disc can be used are limited.

**TOMMY DORSEY (O) 25692-93-94-95**

MOANIN' IN THE MORNIN' (FT)

DOWN WITH LOVE (FT)

DIPSY DOODLE (FT)

WHO? (FT)

IN A MISSION BY THE SEA (FT)

GETTING SOME FUN OUT OF LIFE (FT)

YOU'RE A SWEETHEART (FT)

NICE WORK IF YOU CAN GET IT (FT)

Victor sets aside all of the ace bands of the country to do special honor to Tommy Dorsey in declaring the week of Nov. 1 to 7 Tommy Dorsey Week and these four releases are to be relished, devoured, admired, cherished, loved, and swongoozled by operators and otherwise. (NOTE: Don't write in and tell me the last adjective isn't in the dictionary. I have the proofs on the 1938 edition in my files. ED.)

To get back to the review of these numbers: the first two are from the musical comedy "Hooray for What" and right smart numbers too. Edythe Wright airs the tonsils on the vocals. Second pair bring swing into the breach. "Dipsy Doodle" is a novelty that should click and coupled with the everlasting favorite "Who?" this disc should go places. Third pair are average dance tunes. Sweet numbers and Dorsey really does his best. Now as to the last pair Dorsey and the Clambake Seven bring to wax two hits from two swell pictures. Excellent. And now we've celebrated Tommy Dorsey week. Rah! Rah!

**VOCALION**

**MILDRED BAILEY (O) 3712**

BOB WHITE (FT)

JUST A STONE'S THROW FROM

HEAVEN (FT)

The Rockin' Chair lady turns out another pair of numbers different from the usual run of vocal material. Good.

**FLETCHER HENDERSON (O) 3713**

LET 'ER GO (FT)

WORRIED OVER YOU (FT)

Hot and fast, on the first, and slow and sober on the second. Average dance disc. Nothing especially to recommend it.

**TEMPO KING (O) 3716**

CRYIN' MOOD (FT)

OUR LOVE WAS MEANT TO BE (FT)

Average foxtrot recording. Queenie Ada is featured in some hot piano work. Vocals are good.



## IN GIRLS IT'S EYE APPEAL . . . IN RECORDS IT'S EAR APPEAL

LISTEN, and YOU, TOO, will pick the leaders of the Phonograph Record World for ALL your locations:

**BRUNSWICK**

**COLUMBIA**

**MASTER**

**MELOTONE**

**VARIETY**

**VOCALION**

It's easy to pick them at branches of AMERICAN RECORD CORPORATION OF CALIFORNIA. There you'll find ample stocks, records to suit every location and at a price you can afford to pay, and ample free parking space.

**AMERICAN RECORD CORP. of California**

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**DO YOU HAVE AN UNHEALTHY CASHBOX?  
DOES YOUR PHONOGRAPH LACK VITALITY?  
DO YOU WANT THE PATIENT TO RECOVER?**

Here's a simple, inexpensive remedy for the sort of sickness that makes phonograph operating unsatisfactory. What the Doctor orders will make your machines profitable again:



**DECCA RECORDS**—Apply liberally throughout record trays.

Jack Kapp, M.D. ( Music Doctor)

**DECCA DISTRIBUTING CORPORATION**

3131 Western Ave.  
SEATTLE

105 Market Street  
SAN FRANCISCO

108 East 17th Street  
LOS ANGELES

**THE KIDOODLERS (N) 3717**  
DOODLE DOO DOO  
POP CORN MAN

Novelty . . . and how! Sounds like a kitchen cabinet band. There's a wealth of weird noises slammed together to make a fair imitation of music. For novelty material this one seems cut-to-measure.

**BERT BLOCK (O) 3747**  
VIENI, VIENI (FT)  
ONCE IN A WHILE (FT)

Average arrangements of two popular numbers, much the same no doubt as they came from the music publishers. Good band and okeh for dance spots.

**BILLIE HOLIDAY (O) 3748**  
I GOT A MAN, CRAZY FOR ME,  
HE'S FUNNY THAT WAY (FT)  
TRAV'LIN' ALL ALONE (FT)

Billie does a grand job on these two numbers. Vocals predominate but not enough to ruin it as a dance record. Billie's style really clicks on these numbers.

**BERNIE CUMMINS (O) 3749**  
GOOD-BYE JONAH (FT)  
DREAMS FOR SALE (FT)

An A-1 dance disc. The first side is the cream of the two. Swell arrangement, nicely handled vocals, and a highly danceable tune.

**FRANK NOVAK (N) 3751**  
RUFUS RASTAS JOHNSON BROWN  
HARRIGAN

Group singing with novelty orchestra acc. by Novak and his Rootin' Tootin' Boys. These are dandies. Both are old and well known numbers and the lads really go to town on their renditions. Very good.

**ROY NEWMAN (N) 3752**  
MARY LOU  
I'M SAVING SATURDAY NIGHT  
FOR YOU

Real hillbilly, old time goings on. Ripe old tunes and a corn husker musical combination make these corny and lovely for those what goes fer 'em. In the old time bracket this one fits fine.

**ZEKE WILLIAMS (N) 3755**  
BREEZE (Blow My Baby Back To Me)  
THE STARLIT TRAIL

Zeke Williams and his Rambling Cowboys, old time singing and playing. A genuine hit. This one combines a popular tune of a few years back with a hillbilly tune that will live forever. The delivery is Ace-Hi. You owe it to yourself to get this 'un.

**Musicmen**

**hold organization  
meeting.**

**NEW YORK CITY. (RC)**—At a meeting held at the Hotel Bretton-Hall, 86th Street and Broadway, New York City, on the evening of October 20, thirty music operators met to discuss plans for a local Association. The meeting was called by Michael Levy, attorney for the Cigarette Merchandisers' Association, Inc., and also prominent in the formation of the National Association of Cigarette Merchandisers.

In an introduction of the purpose of the gathering, Levy pointed out the advantage of an organization of music operators as witnessed in the successful function of the various operator organizations, not only

in New York City, but throughout the country, and especially in Los Angeles.

Operators present were invited to contribute their views and did so, stating that an organization would be desirable provided music operators could be prevailed upon to join in sufficient numbers.

Those speaking in favor of an Association asked for a committee of operators present to volunteer for organization work for an Association. Among those who signified willingness to serve were: William Suessens, Rowman Co.; Lee Rubinow, Automatic Merchandising; Alfred Bloom; I. Itzkowitz, Maxwell Music Machine Co.; David Bogen; W. Wilfrank; Sam Tucker; C. E. Briggs and D. Metz, Reliance Automatic; and Will Levey of Monarch Machine Co.

"Dat wife ob mine," said Rastus, "is so lazy dat she done put popcorn in the pan-cakes so dey'll flop over by demselves."

"The first thing he did after meeting her was to buy her a new pair of shoes."

"Yeah, I heard he fell for her feet first."



**MELOTONE**

*Ace of the Hit Parade!*

**Leary Continues**

**good-will building.**

**MINNEAPOLIS.**—A great truth was uttered when one of America's thinkers created the slogan, "Keeping everlastingly at it brings success." Whether it's a matter of learning something, of advertising, or of creating good-will it holds true, and J. D. Leary, head of Minneapolis' Automatic Sales Co., Wurlitzer operating firm, believes and practices it.

Newest in his series of letters to location owners reads: "In order to cooperate with you to the fullest extent in obtaining for your customers the kind of music which they desire, we would appreciate your filling out one of the enclosed post cards whenever you have any special request that you desire on your phonograph. I believe this will simplify matters a great deal and will make it easier for you to give your customers exactly what they want.

"Thanking you for your cooperation, and with the best of good wishes, I am, yours very truly. . . .

"P. S. Freddie Fisher (Schnickelfritz) and his 'gang' are coming to the Orpheum! In the Orpheum lobby is a picture showing Freddie and the boys helping 'Yours Truly' install another 'Wurlitzer.' Are we proud!"

Leary's 1-cent Government card was headed "record request," bore the following notation: "We would appreciate having the following records placed on the Wurlitzer Phonograph\* at Name..... Address..... If you do not have these numbers available we would appreciate your ordering them at once and let us know how soon we may expect them." Room was left for listing of ten titles and signature.

Leary also reported the installation of a Wurlitzer phonograph in the Orpheum's lobby where it played Schnickelfritz recordings during the band's engagement. ●

**"Yes, sir!**

**More Nickels  
for the Gabel!"**

**They'll do it every time! When they hear music as it's reproduced by GABEL 12, 18 or 24 Record Phonographs—tried and proven over 36 years—they'll call for more and more nickels.**

**That's what makes Gabel operation profitable. That's why, every day, more and more operators are turning to GABEL, and why you owe it to yourself to investigate.**

**BOB LLOYD**

*(Pacific Coast Sales Agent, John Gabel Mfg. Co.)*

1004 East 12th Street  
(Bates Sales Co.)  
OAKLAND, CALIFORNIA

4505 South Vermont Ave.  
LOS ANGELES, CALIFORNIA



# SMASH!

*On the Screen, Making Big Money for Exhibitors, and Helping YOU Make Money, Too . . .*

**Republic Pictures'**

*Hit Musical Comedy*

## **"MANHATTAN MERRY-GO-ROUND"**

*With a Cast That Includes*

**CAB CALLOWAY  
PHIL REGAN**

TED LEWIS  
JOE DI MAGGIO  
LOUIS PRIMA  
GENE AUTRY  
LEO CARRILLO  
ANN DVORAK  
KAY THOMPSON  
JAMES GLEASON  
TAMARA GEVA  
and others!

*And on Your Phonograph—  
Making Money for YOU—  
These HIT TUNES from the  
Picture . . .*

### **"I OWE YOU"**

Sung by PHIL REGAN.....Brunswick 7984  
Henry "Red" Allen & Orch.....Vocalion 3704  
Leo Reisman & Orch.....Brunswick 7978  
Chick Bullock & Orch.....Melotone 7-12-02

### **"Have You Ever Been in Heaven?"**

Sung by PHIL REGAN.....Brunswick 7984  
Joe Rines & Orch.....Brunswick 7962  
Henry "Red" Allen & Orch.....Vocalion 3704  
Bernie Cummins & Orch.....Melotone 7-11-06

### **"Mama, I Wanna Make Rhythm"**

CAB CALLOWAY & Orch.....Variety 644  
Joe Rives & Orch.....Brunswick 7962  
Bernie Cummins & Orch.....Melotone 7-11-06

**Watch these tunes skyrocket into first place  
in national popularity. And watch the nickels  
dropping as the patrons in your locations eat  
'em up!**

*For the Nation's Hits . . . the Leading Artists  
. . . the Biggest Money-Makers . . . see*

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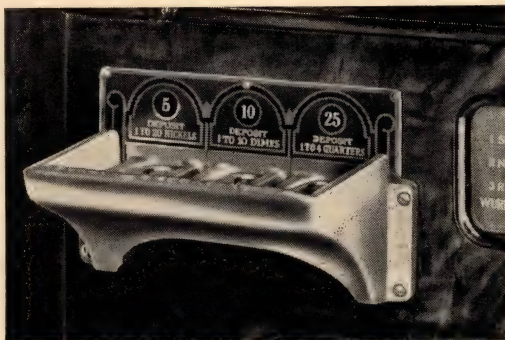


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No More Broken and Bent Quarter Chutes

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is the answer. Here is a proven accessory for your Wurlitzer and Rock-Ola front chute phonographs. Attractive, simple, and easy to install the Coin Chute Guard positively stops penny troubles by making it impossible to jam chutes in. Stops smashed chutes, damaged machines and wholesale cheating. Adds to appearance of front. Does not interfere with easy operation of slides on right coins. Order one today for each of your phonographs. Only **\$1.50 EACH**

**NOVELTY SUPPLY CO. 1435 W. PICO ST. LOS ANGELES, CALIF.**  
(Charles Washburn Percy Shields)

(Continued from Page 59)

anism as well as appearance have been tuned up for 1937 use. Automat Games puts out the Silver King pistachio nut machines. Wilslev, owner of Viking, states that all three machines are fast sellers for he is already swamped with orders.

Harry Sorenson attended the Mills Convention while East on a business trip, which he insists he kept strictly business. His friends are still doubtful so Harry tries talking louder.

Miss Edna "Mickey" Morgan, secretary to Jack R. Moore, was entertained by the San Francisco office when she stopped here on her way south to visit her sister. She had difficulty working her way into the front door, since most of the business is being transacted on the sidewalk which Art Brant has reserved as the shipping department. She had such a good time that she promises to repeat it on her return. Other visitors to the company were Jack Keeney, Chicago manufacturer of coin machines out here on a business and pleasure trip; Art Artus of Benicia who commented favorably on the Royal Symphonola, Mr. and Mrs. J. C. Dorser, Fresno operators who bought some Royal and Rex phonographs, and two mystery women from Australia.

Sam Chappat, operator of Sam's Lodge, planned on hanging another trophy in his den over the hole the woodpeckers had eaten through last year. He came back with "I saw a beautiful 200-pound buck but my back was against a rock and I couldn't get a crack at him." The hole in the wall worries us.

The Joseph Ziffs celebrated their thirtieth wedding anniversary by making the rounds of the local night clubs October 13. Next day their three-year-old daughter on studying her mother commented, "Ma-ma, you're getting old. You can't take it any more." And the magazines tell us we can learn the truth from a child. . . .

Dale Kearns, San Jose operator, returned this month from a vacation which he spent mostly in practicing his approach shots. He plans to enter a big golf tournament in November.

Frank Marty, Jr., operator from San Jose, is placing several coin machines in the nudist colony at Holy City. This has called forth considerable comment from local men who point out the element of risk in the venture since nudists have no pockets for nickels.

Clarence McClelland, local operator, and his wife returned to the Bay area October 20 after a trip in the new car which took them as far south as San Diego. The car still remains the pride of his life.

Golden Gate Novelty Co. reports a big demand for games, with Stoner's Races topping the list this month. A carload of Wurlitzers was also delivered the middle of October.

San Joaquin Valley coinmen have been sampling San Francisco's summer this month. Either the weather or the high-powered sales talks contributed to their purchasing large orders of machines. Visitors included: William Fitzgerald of Modesto, who bought some Masters; Bill Patton of Patton and Hines in Turlock, Jack Mehegan of Modesto, who placed an order for Wurlitzers; George Baleme of Modesto, who bought some Auto Derbies.

Hunting, fishing, and making the collections on his vending machines are what life means to R. E. Turner of Redding, and what a life it looks to the slaving jobbers when he visited in San Francisco the middle of October. He carried away some new peanut vendors and peanuts to supply those he already has on location.

Sacramento has issued licenses for only 32 phonographs, and A. Bristow is one of the lucky operators to bag some of these. Fall fever and an increase in business brought him to San Francisco where he purchased a new Wurlitzer.

L. L. Blake, vice-president in charge of sales at Caille Brothers' plant, spent a week in San Francisco on his way south. During his visit he stopped in to swap a few good ones with Charlie Fey.

"If you call three months of moving and reorganizing a vending machine business fun, then I've been having a swell time," says Richard Parina of the new P. & M. Sales on Howard Street. The present of-

fices are about twice the size of the old Mission Street plant and will better accommodate the combined business which the P. & M. has recently incorporated.

Carl W. Anderson is the gay Lothario who has replaced E. E. Stafford as office manager and auditor of the E. T. Mape Co. Visiting coinmen not only can learn all about the trend in the music and vending machine business from Anderson, but can also get a complete line on the newest and hottest bars in San Francisco. "This careful survey has taken time and patience," says Carl.

Lou Wolcher flies from Seattle to San Francisco twice a month to see that Heine Grusenmeyer is keeping on the straight and narrow path at Lou's Advance Automatic Sales Co. Lou has been supervising the Seattle office of Western Distributors since the death of his brother, and believes that the greenest pastures on the Coast are in the Northwest.

Sunday, October '24, turned out to be one of those hot days when the San Francisco weather man had predicted a storm from the Aleutian Islands. Einar Wilslev read the warning in the paper and decided it would be a swell time to hold a business conference in swimming trunks on the roof. You may recall from previous issues that all important business at Viking Specialty Co. is transacted while sunbathing on the Golden Gate Ave. roof. To this reorganization meeting, which Einar insists must be temporarily shrouded in mystery, flew Dick Tyrrell, Los Angeles representative for Viking.

There is a tavern in the town of Guerneville which looked mighty good to Carly Dessen, operator in Healdsburg, so he bought it. He plans to continue operating, and has stocked the tavern with some of his sure-fire games and phonographs.

Sierra Sales' Walter Judson planned on seeing the Cal-U.S.C. game October 23 until he discovered the tickets were \$2.75. Then he started thinking of all that money would buy, and what he'd have when the game was over to show for it. Thinking was fatal. He walked to the nearest corner store, bought himself a bottle, and turned on the radio.

Stanley Harris, partner of Joe Ziff in the Crystal Music Co., moved his family to Burlingame for the winter months. The S. F. Chamber of Commerce is out gunning for Stan.

Einar Wilslev's latest brain-child comes in the form of warehouse equipment which he believes is going to make his loading service the speediest among San Francisco jobbers. Twenty-five white pine platforms 36x60 have been constructed with 3x8 rails on either side underneath. If the job calls for unloading a truck, these are conveniently placed beside the truck in the alley and loaded with merchandise. Einar then slips under the platform his new loading truck which looks much like an over-grown scooter but is able to lift 2000 pounds at a time. Equipped with rubber tires, it is an easy task for one man to wheel it to the rear elevator and from there to the basement or second-floor store rooms.

A feature of the truck which does not appear in the advertisements for it is that it not only looks like a scooter but can readily be used as one. Einar willingly demonstrated this, whizzing from one end of the store to the other in twenty seconds flat. However, when the REVIEW correspondent was given a try, there appeared to be a trick to steering it, which if you are interested and you should be



if you don't want to land where the correspondent landed, is in throwing your weight from side to side.

Fortunately, one does not encounter that difficulty when hauling the loaded platforms. If goods are to remain on the floor but a short time it is not removed from the platforms, which take up no extra space in the warehouse department. Wilslev estimates that 100 tons of merchandise can be handled daily "with the greatest of ease," and adds that frequently he has done just that.

Business is so good in the Wurlitzer phonograph line at the E. T. Mape Co. that it has become necessary to expand the offices in order to serve the public better.

Stories of Capehart's new Orchestrope with its "no-stopping, thousand dollar tone, combined program and multi-selector" seeped into Marysville this month and Eldon Ramsey, local music operator and a lad from Missouri, decided to come to San Francisco to see for himself. They apparently rang true for Eldon saw, heard, and bought.

Purchasing for Honolulu's Iwao Fukuoka Co. is done by Miss C. Fukuoka, charming daughter of the owner. While in San Francisco on business this month she was snapped by a snooping cameraman while on board ship with Fumitaka Konohe, son of Tokio's Premier, with whom she did the town. Viking Specialty Co. shipped her an order of vending machines the last of the month.

The coin machine business has been combined with a variety of ventures but never the cookie business until the appearance of Cedric Ayers. He recently supplemented his stock with ten new Rock-Olas. He says cookies and Rock-Olas are a "natural."

California is losing Fred Hutchinson to Arizona this month. Fred has been an operator of games, phonographs, and slot machines in Santa Rosa for five years. He plans to take his entire equipment with him and to continue there as an operator. The REVIEW and his friends wish him luck in his new location.

Frank Vitalli looks very smart dressed up in his overalls squeezing oranges in Healdsburg. He has this month purchased an orange stand in the city and plans to run it in conjunction with his operating business.

### **Harris County (Texas) Phonograph Operators Association**

President—W. C. ATKINS; Vice-President—FRED McCLURE; Executive Secretary—W. A. NIEMACKL; Treasurer—LESTER HEARN.

By JOHN G. WRIGHT

With thirty musicians and their friends present for three hours of fun, the monthly social meeting of the Harris County Phonograph Operators' Association was held in the Guest barroom of Grand Prize Brewery, October 7.

Lester Hearn, one of the first to arrive, took his stand at the end of the bar and exclaimed at regular intervals: "Come on up and have a drink, fellows! It's all on me." Some of the first ones came forward, but later a group composed mostly of old timers who had known Hearn for years, entered the room. They, upon hearing the invitation, immediately bolted for the nearest exit. W. A. Niemackl gave chase, and finally convinced them that the meeting was on the level and that Hearn was in his right mind, his offer to

buy the drinks being only a little joke.

Promptly at 8 o'clock Dutch lunch was served, and quantities of food made it a feast rather than a lunch. Moving about continually were several Negro waiters bearing huge pitchers of cold beer and seeing to it that all glasses were kept full.

Impromptu speeches by H. H. Cruse, William Peacock, A. H. Shannon, H. H. Horton, and others, were well received. Then the question arose as to attendance of ladies at the next social meeting. The matter was voted on after a round table discussion failed to get a decision. On first ballot all members voted—some of them twice—against bringing their wives. A second ballot on "someone else's wife, someone not a wife, no women at all" ended in a three-way tie.

President W. C. Atkins was called upon to break the deadlock. He refused, in-

sisting that it was unbecoming to the dignity of the organization for the president to cast a deciding vote while straddling a bar, holding one glass of beer in his hand and another half a dozen under his belt. Niemackl said something about dignity already having been lost when Shannon was admitted; then everybody was talking.

Vice-President Fred McClure eased toward the front, a gleam of anticipation in his eye. At last a chance to officiate. His vote would be cast from the floor, and not from any of the numerous bars swinging hither and yon about the room. The members, guessing Fred's intention, grew quiet. Would Atkins surrender his chair—or his bar—to his vice-president so that the all-important deciding vote might be cast? It was a dramatic moment. Then

(Continued on Page 70)

## **BETTER**

**Used Phonographs at the  
LOWEST  
Price You Have Ever Seen!**

*Good Stock of*

**WURLITZER**

**312's**

**412's**

**P12's**

**SEEBURG**

**SYMPHONOLAS**

**ROCK-OLAS**

**LATE MODEL GABELS**

### **SEEBURG ROYALE AND REX**

**20 Record Phonographs . Ready for Immediate Delivery**

Will accept a few used phonographs, also late model Mills Blue Fronts, Jennings Chiefs, 1936 and 1937 Wurlitzer Skee-Balls, and certain other types of coin operated equipment as part payment.

## **JACK R. MOORE**

*Seeburg West Coast Representative*

**JEAN MINTHORNE, Branch Manager**

**1517 West Pico**

**DRexel 2341**

**Los Angeles**



# They've Got What

*The* ROYALE



*The* REX



MAKERS OF FINE MUSICAL  
INSTRUMENTS SINCE 1902

## SEEBURG ILLUMINATED 20 RECORD



# *it Takes!*

In every field, as in the entertainment world, Leadership is determined by performance. Therefore, Leadership recognizes the need for rigid maintenance of a standard of performance that satisfies, not a few, but millions.

Seeburg instruments enjoy Leadership in the automatic phonograph field on the basis of consistent, unequalled performance, unique beauty and universal acceptance. And, depending on the supremacy of Seeburg Symphonolas with the ORIGINAL Lumalite Grille, the Royale and Rex, every Seeburg operator enjoys GREATER DAILY PROFITS!

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**HENRY BUSSE  
AND HIS ORCHESTRA**

Currently at the Chez Paree,  
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*Management Music Corpora-  
tion of America*

# MULTI-SELECTOR SYMPHONOLAS



## HARRIS COUNTY MEET

(Continued from Page 67)

Earnest Gates fell out of his chair. A considerable jar resulted, and during the confusion of setting up chairs, picking up dishes and so on, everybody forgot all about the voting.

The very successful meeting was arranged by A. H. Shannon, of Coin Machine Sales Co.; Hans Von Reydt, of Electro Ball; A. J. Haxthausen of Record Shop; and W. A. Niemackl, Executive Secretary of the Association. All those present, except one, had a grand time. The one unhappy person was a certain lunthead who made the mistake of eating a full meal before going to the meeting.

The next regular meeting was held at the Ben Milam Hotel October 22, with President Atkins in the chair and every elective officer and nineteen members answering roll call. Eight non-members were present. D. W. Willet joined as soon as the meeting opened.

Immediately after opening formalities, discussion was opened as to ways and means of dealing with the problem of retail sales to operators' locations. Over half the meeting was spent in an effort to decide upon some effective and honorable method to combat this very present and rapidly increasing menace. It was reported that the person or firm making these sales, while purporting to represent one well known manufacturer, had offered to supply locations with any make of machine desired. At the time of the meeting twenty-five locations formerly held by Association members had been sold on the retail sales plan.

According to reliable information and verified by specific investigation, these machines are sold on the plan of "nothing down, \$25 a month, two years service, and fifty records free. It was also disclosed that no new machines, other than those of the company represented by this retail sales agent, had been sold.

Representatives of three jobbers firms, A. H. Shannon of Coin Machine Sales Co., Hans Von Reydt of Electro Ball Co., and H. H. Horton of Stelle and Horton expressed a willingness to cooperate with operators. Those same jobbers went a step further and offered to make a deal to supply operators needing new equipment to meet competition.

The Association requested full cooperation of all record shops, salesmen and factory representatives. Each member promised, as an individual operator, to concentrate upon the task of recovering the twenty-five locations lost through direct sales.

Further new business included passage of a motion allowing initiation fee to be paid \$5.00 down and \$5.00 per week with full membership privilege after the first payment. Initial membership fee will remain \$25 until all operators in the county have had opportunity to join. Dues are 25 cents a month for each machine on location. At present there are 21 members, representing over 2,000 machines.

A board of directors named by the President includes E. N. Gates, F. S. Clancy, H. H. Cruse, Preston Hopper and J. R. Hazlett.

Meetings are held each first and third Thursday evenings until further notice. ●



Uniqueness in wall coverings has been achieved by Joe Mogul, sitting at the left of the Mills Do Re Mi which supplies music for the patrons of his Riverside Tavern in El Paso. Mogul lined the walls with beer cans emptied at his bar.

70



**TOMMY DORSEY**

Victor 25693—WHO

DIPSEY-DOODLE

"Who" is another "Marie" and you know what that means to your cashbox!

LISTEN TO

**THE OLD TIMERS' ORCHESTRA**

Every Number a Hit!

Blue Bird 7230—MY BUDDY

WHO'S KISSING HER NOW

Blue Bird 7218—I'M ALONE BECAUSE I

LOVE YOU

DEAR OLD GIRL



**LEO J. MEYBERG CO.**

LOS ANGELES . . . . . 2027 South Figueroa  
SAN FRANCISCO . . . . . 70 Tenth Street

## Realism, Beauty

accountable for  
Seeburg sales.

CHICAGO.—Illuminated grille, realistic tone and general beauty of appearance of Seeburg's Rex and Royale Symphonolas are building tremendous popularity throughout the country for these instruments, and that, in turn, is having a definite effect upon sales, according to report from Seeburg Salesmanager H. T. Roberts.

"Synonymous with the large crowds that gather wherever a Seeburg Symphonola is displayed is the tremendous increase in their sale," he indicated. "This increase indicates beyond question the appreciation on the part of operators for new developments in the phonographic field, and the enthusiasm which accompanies the orders that continue to flow into our sales office is only a slight indication of the splendid applause that is greeting Seeburg Symphonolas in all parts of the country.

"The illuminated grille and play inspiring performance of the Royale and Rex, together with their realistic tone, are making it possible for people to hear the best of the latest music realistically reproduced. People are not satisfied with music just phonographically reproduced; they insist on realism. They want to feel that the orchestra or singer is right there in the room with them. It is because of this demand for realism that people are insisting upon Seeburg Symphonolas and consequently this fact is booming the sales of Royale and Rex to giant proportions."

"What are you doing?" said the boss as he caught the shipping clerk in the act of stealing some merchandise.

"Taking stock," said the clerk.





## Secluded Scale Spots

attract "heavy" women.

DENVER. (RC)—"If you want to cater to older women who are sensitive about their weights, put your scales in more-or-less private locations."

So says I. Goldbarq, district operating representative for the Peerless Weighing and Vending Machine Co., with district headquarters at Denver. Some of his most profitable locations are spots of this type.

"Trim, well proportioned women seldom worry about weighing in public—even if they are actually underweight," continues Goldbarq. "But, women of middle age who tend toward the heavy side on weight or young women who are overweight often have absolute phobias against letting anybody see the scale figures. I have seen women of this type walk up to a scale and then stop to look around to see whether anybody was watching them before they stepped on. When they did get on the scale, they weighed hurriedly and got right off."

"Of course, it's hard to pick locations catering particularly to women of this type—yet they're among the very best scale customers. When they find a scale that is privately located, they often become regular customers of it. Generally speaking, department store or other public restrooms are excellent locations from this standpoint. The sensitive woman will use a scale here where she wouldn't in many other locations. And, at the same time, the machine is likely to be seen and used by women who don't worry about their weight."

Twenty-record music machines are drawing the big demand among Denver business nowadays, with the sixteen-record machine pulling an interesting second for popularity honors. Very few twelve-record machines are in demand now, according to the majority of operators. A larger selection of musical numbers is the natural cause for the favoritism being experienced by the sixteen- and twenty-record phonographs.

IN THE REVIEW FOR  
DECEMBER:

## ARE MANUFACTURERS GIVING THE OPERATOR A BREAK?

By SAUL KALSON

Gen. Mgr. Greater New York Vending  
Machine Operators Association

## Bradshaw-Griffin

firm under single  
ownership.

DENVER. (RC)—One of the most important business deals to occur among Denver coin machine operators in the past few months, was transacted recently when Gibson Bradshaw of the firm of Bradshaw and Griffin, vending machines, purchased the entire interest of H. L. Griffin. Bradshaw and Griffin had operated the company as partners for nearly a year, and during that time the firm has been considered one of the most substantial concerns of its kind in Denver.

Bradshaw has not announced plans for the future, other than to hint that the company would probably expand, and that a larger show room may be considered in the new program. The firm is represented over a large section of the Rocky Mountain region. The new sole owner has been associated with the coin machine industry for eight years, and will conduct his business in the progressive manner for which the company is regarded.

Griffin, on the loose for the first time in several strenuous months, is undecided as to what he will do in the immediate future, but is casting a look for new opportunities.

## Sandholms to Chicago

DENVER. (RC)—Mr. and Mrs. O. N. Sandholm of the National Operating Company, one of the city's oldest coin machine firms, plan a trip to Chicago within the next two weeks, and will visit several manufacturing houses to look over the new stock of equipment. Their daughter, Miss Dorothy, a former stage star and actress in the East, will accompany them on the journey. Sandholm, manager of the thirty-year-old company which he represents, and who is ably assisted by Mrs. Sandholm, reports business as somewhat quiet after an unusually good summer season, but in no way discouraging. The three will combine pleasure with business during their absence.

## Visit Denver

DENVER. (RC)—Johnny Pratt, popular Pueblo operator, was in Denver on his "once-in-awhile-trip" early in October. Purchase of new machines was the theme of Pratt's Denver trip. Johnny is experiencing a booming business in Pueblo, and is a leading operator in that section. Mr. Hawkins, of Craig, Colorado, was also investigating new machines in Denver recently. Both Hawkins and Pratt deal with Gibson Bradshaw's company.

## Colorado Vendors Association

A program which will strengthen the Colorado Vendors' Association is being urged by President H. E. Walker. Walker, 12 years a Denver operator, recommends the strengthening of the State organization, and those in surrounding states, so that the matter of cooperation between various states' associations would prove beneficial to both operator and manufacturer.

Although plans at this time are of a tentative nature, one of the intentions is to place all operators who are members of the Association on a standard credit rating. This would simplify orders and shipments from the manufacturer, according to Walker, and would be more convenient to the majority of operators, whether they operate on a large or small scale.

Proper registration and issuing of numbers to Association members are also included in the new plan. Gummed labels, with the firm name and Association number, will be furnished for placing on the various machines.

## Scale Insurance urged.

DENVER. (RC)—It pays any operator to carry public liability insurance on scales, according to V. N. Seeley, head of the Capitol Vending Machine Co., Denver, operators of more than 200 scales in the Rocky Mountain region.

For one dollar a year per scale, Seeley is able to carry \$5,000 worth of public liability insurance on every scale. Apportioned against a year's earnings, that amount is proportionately very small. And it protects the operator against potential losses, one of which might wipe out his total investment.

"As I see it, an operator simply can't afford to be without public liability insurance," says Seeley. "It's true that scale accidents very seldom occur but there is always a chance. Even if a person falls off of a scale or over it and breaks a leg, the cost to an operator is almost sure to wipe out a year's earnings—and may be a whole lot more. In case of a really serious accident, an operator can be completely wiped out. Suppose a customer trips over a scale and fractures his skull in falling. There you have a claim that mighty few operators could stand."

"I'm not an alarmist but I believe in sensible precautions, particularly when they cost as little as scale insurance. One dollar per year per scale is certainly a negligible amount for the coverage provided," Seeley declares.



## Phonograph Operators of Eastern Pennsylvania and New Jersey

**President—FRANK ENGEL; Vice-President—FRANK VISCIDI; Treasurer—MORRIS MARGOLIS; Secretary—MAURICE FINKEL. Offices 2013 Market Street, Philadelphia.**

By HARRY BORTNICK

It seems that the Phonograph Operators have about brought in every member of the business in this section, for Harry Elkins, Membership Committee Chairman, was complaining about the lack of work. He helped bring in two new members, and then moaned of very little else he could do to increase the membership, that is, unless more people decide to get into the phonograph operating business.

The new members are: Sam Stern, who operates under the name of the Major Amusement Co., and Al King, who gets his Association stickers under the name of Quaker Amusement Co. Both men are important operators, and the organization is glad to greet them as the newest recruits. With the induction of these two men as members the Association now has operators who control practically 95 per cent of the music machines in Philadelphia and environs. They extend a hand of greeting and welcome to any independent operator who has not yet joined the organization and assure him of the full cooperation of all members.

Mr. Sheppard, chairman of the Good and Welfare Committee, is to be complimented on his fine work in keeping his members on their toes and on the job. Harry Elkins deserves a bouquet for his excellent efforts in bringing in so many new members.

Alexander Lederer, the grandest operator of them all, deserves the applause and plaudits of the entire membership for his work as chairman of the house committee. He has done a marvelous job and everybody asked your correspondent to thank him.

The Association has now obtained quarters of its own and future meetings will be held in its own home at 2013 Market Street, beginning with the November meeting. It had been planned to hold the October meeting there, but preparations had not been finished, so a last-minute call scheduled the meeting at Margolis' office, at the same time sending him a vote of thanks for his cooperation.

In line with this enlargement of the organization business and benefits to members, there has been organized what is known as a "pull-out" list. This is an entirely new system through which the members inform the organization of locations from which they are "pulling" machines, and their reasons for the action.

President Frank Engel expressed his gratitude to the membership for their wonderful cooperation during the year that he has been in office. In view of moving into new quarters it was decided to hold nominations and elections over to the next meeting.

### Personals

Best wishes and congratulations are offered Harry and Jerry Elkins and the Royal Distributing Co. on their reconstruction work. When we strolled into their store we found the place a veritable beehive of activity. About it all was Harry Elkins, supervising the entire job and taking care of his regular work.

It will be hard to recognize the old place



*Appropriately named "Miss Simplex," this new Chris-Craft cruiser is the pride and joy of W. E. Simmons, California District Manager for the Rudolph Wurlitzer Co., and Mrs. Simmons. Better watch where you're going, though, Bill. And keep both hands on the wheel!*

when you go into it some time, because the changes wrought have made a new store and practically an office building out of the second floor.

One of the biggest sports and best fellows we ever met is "Reds" Margolis. For sundry reasons we think he is one of the best guys in the coin machine and phonograph business in the city. We met him at Lehigh Specialty Co.

We have been informed that the organization's congenial and friendly secretary, Maurice Finkel, operating under the firm name of Hi-Point Amusement, has just paid off the note for another 100 machines. This makes him one of the largest phonograph owners in the entire Association. He's thinking of paying for his next carload in cash. Another tip on Finkel—he's moving his office several doors farther down.

There's a lot of moving going on in this section this month, for another operator has moved to larger quarters. Business must be very good among musicians. "Reds" Margolis has moved his office from the Madison Hotel to a large, roomy office and plant at 614 Spring Garden Street. He is extending his business into the wholesale line. Might as well mention right here that "Reds" lost his good looking secretary and stenographer. Just when one gets a "crush" on them they go out and get married.

The Automatic Amusement Co., consisting of President Engel and his smiling, good looking partner, Spector, have moved to new headquarters, situated right near the new office of the organization. Their old office at the arcade on Chestnut has finally become too small for the tremendous business they have been doing for the past few months.

We might mention that our newest subscribers are: Elkins, Royal Distributing Co.; Pannebecker, Viscidi, Mutual Music, and Yanks, THREE years. Thanks, all of you fellows. That means practically everybody in the Association is a subscriber. How about the remaining few?

Come on, fellows, Bortnick has subscription blanks ready.

He: Novel idea, covering chair arms in silk!

She: How dare you! Take your hand off my leg.

## Cigarette Merchandisers' Association of New Jersey

**President—CHARLES W. STANGE; Vice-President—HARRY P. CATELY; Treasurer—MAX JACOBOWITZ; Secretary—MICHAEL LASCARI; Sergeant-at-Arms—NICHOLAS MARINO; Counsel—SOL L. KESSELMAN; Manager LE ROY B. STEIN. Offices: 60 Park Place, Newark, N. J. Telephone: Mitchell 2-4308.**

The series of talks sponsored by the Trade Promotion Committee, headed by John Sharenow, is being received with much favor by members of the CMA of New Jersey, and at the meeting held early in October the three scheduled speakers drew standing-room attendance. So interested were the members in this series, that they invited their executives, and in some cases their servicemen, to attend the meeting.

S. Gage Lewis of the Springfield Fire and Marine Insurance Co. explained in detail a new type of policy for cigarette vending machine operators. Leonard Ziegler, a member of the Association, discussed "Accounting practises in the automatic vending industry" and described a simplified system of bookkeeping for the membership. Harry Greenberg of the Universal Match Co., familiarly known as the "match king," gave an address on "Why join a trade association?"

Greenberg congratulated members on the progress of their Association, their foresight in engaging an experienced, full-time paid Association Manager, and in creating a board of arbitration to settle differences among the members. He complimented the officers on the manner in which they conducted the Association and concluded his talk with an admonition to solidify the industry by serving as an example of what can be accomplished with efficient organization in a short space of time.

At its November meeting Henry N. Wertheimer of the National Vendors, representing the manufacturers' group, has been invited as principal speaker.

Ziegler's treatment of the problem of accounting will appear as a feature article in the December issue of the REVIEW.

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Always Mention THE REVIEW



# RED HOT SPECIALS!

*Rebuilt to Stand the Play!*

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Carom .....	\$39.50	Turf Champs .....	\$39.50	Santa Anita .....	\$39.50
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While they last, the Operators' Department Store offers these red-hot close-outs as a means of acquainting you with our fast-growing organization. **ACT NOW!**

## HOT OFF THE PRESS!

Every week we issue a sales bulletin with bargains galore! Your name and address on a post-card puts you on our mailing list and assures you of the best buys.

**TRADES!**

The machine you don't want is just the one we are looking for! Your old machine accepted as part payment on any new game in the house. Write and let us know what you have.

## MUSIC

We have the latest model phonographs in stock. And we take all types of coin operated equipment in trade as down payment. We need Slots, Novelty Games, Phonographs, Pay Tables, Counter Games, Scales. And we'll accept them at LIBERAL trade-in prices.

## PUNCH BOARDS

Complete stock of Gardner and Harlich boards, and Jar Deals. Immediate delivery on 1 Board or 1000.

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Seattle office has complete stock of new Digger and Rotary items. Ronson, Evans goods, knives, novelties of all kinds.

*Priced Right!*

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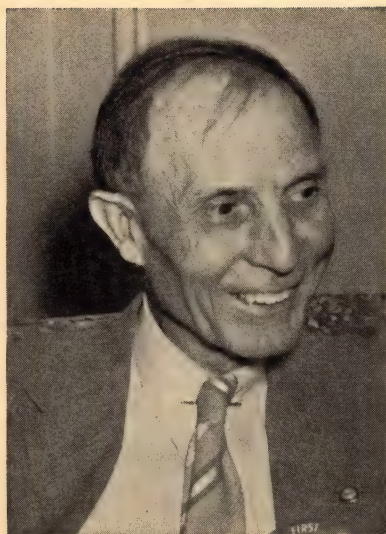
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## Musicman at 10,

Dorser celebrates fiftieth anniversary in business.

FRESNO, California.—There's nothing to insure success like an early start in life, and J. C. Dorser, now head of the eminently successful Dorser Music Co., operating throughout the San Joaquin Valley, got his start when, at the tender age of ten, and still in short pants, he peddled sheet music from door to door. That step was destined to mark him as a musician for life.

In 1903 he invaded the automatic music field with electric pianos, among the first

to appear on the Pacific Coast, and swung over to phonographs when the first Wurlitzer instruments appeared.

Even his hobby is music, and he likes to play the violin, though he doesn't have much time for it, what with the scope of his business which extends from the San Joaquin Valley to Stockton, and his policy of attending to service calls at any hour of day or night.

With Mrs. Dorser, the Fresno musician was one of a group of "nine oldest" music operators in the country especially honored at the recent Wurlitzer Century Club convention in Buffalo. As one proof of the time he has spent in the business, records were revealed which show that he bought and operated the second Wurlitzer phonograph shipped from the factory. ●

## Pipe Identifies

Charlie Fey.

SAN FRANCISCO. (RC)—If you know Charlie Fey you know he has his own ideas about things. You also know that he uses a white rubber holder on the end of his pipe to keep from wearing down his teeth on the stem. Until recently not many comments have been made on it; Charlie explains that he's not getting any younger and can't grow any new front teeth, and that's that. The device saved him a lot of trouble the first of the month, however, when a Chicago company sent him a draft on an order.

He was down town when he decided to cash the draft. Not being in the vicinity of his own bank, he entered one that was handy, and was immediately asked for identification. A search through his pockets brought the usual loot—a pack-

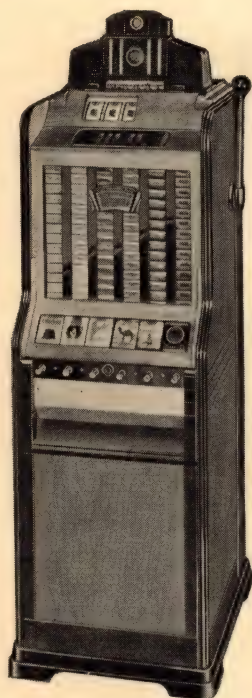
age of tobacco, some matches, five cents, and an old hat check. The teller fortunately saw the spot he was in and volunteered to phone Charlie's bank, while Charlie pulled away on his old pipe madernhell. Once during the conversation the teller returned to the window, took a look at Charlie, and went back to the phone. He was smiling when he handed Charlie the money.

"What's so funny?" muttered Charlie out of the corner of his mouth not occupied by pipe.

"Well," said the teller, "the man at your bank asked, 'Is he smoking a pipe?' 'Yes,' I said. 'Notice anything funny about it?' he inquired. That's when I came out for the look. 'Yes, it's got a white holder on the stem bitten half in two,' I told him. 'That's Charlie Fey,' he said. 'There's only one pipe like that in this country. You can give him the money.'" ●



There's nothing messy about this mess of fish Budge Wright, Portland, has caught and displays here.



See Jennings' New *Ciga-Rola* —Sensational new machine that delivers packaged cigarettes instead of cash or check awards. *Ciga-Rola* is sold only on an exclusive territorial arrangement—it's first come, first served!

Quantity of GOOD Used Slot Machines  
Priced from \$7.50 up!

**Mills, Watling, Jennings,  
Pace, Caille**

Department in Charge of  
**W. G. MATHESON, Repair Specialist**

Quantity of  
**DAVAL'S REEL SPOTS**  
Used Only **One Week**—Like New—at a  
**BIG SAVING.**

**Keeney BOWLETTES  
Wurlitzer SKEE-BALLS**

Low in Price!  
**Keeney TARGETTE**  
Like New—a Bargain!

And Don't Forget to See  
Jennings' New  
**Liberty Bell Console!**



**JACK R. MOORE**

1517 West Pico

JEAN MINTHORNE, Branch Manager

DRexel 2341

Los Angeles



## NEW YORK

(Continued from Page 20)

him on the one side, and the factory laying down restrictions and stipulations on the other. Manufacturer's losses fall on the shoulders of the jobbers, Aaronson declared, and when conditions are bad it is the jobber who is expected to take the licking. He indicated that operators were welcome to inspect his books to see the profit that exists in the sale of the average machine, in order that the operator might understand the situation.

"When manufacturers are asked to lower their costs they tell the jobbers to mind their own business and just sell to operators. All this time the profit margin becomes less and less for the jobber, and there isn't a jobber in the vicinity of New York whose books are not loaded with thousands of dollars worth of worthless accounts, and the manufacturer chiefly to blame," Aaronson contended.

Mack Perlman, of Acme Vending Co., declared that manufacturers don't care what happens to the jobber, and that operators are "barking up the wrong tree." If manufacturers can be made to see that high prices are killing the business they may be able to reduce overhead and meet the operators' terms, he indicated, but the jobbers can do nothing because they must "dance to the tune the manufacturer and the distributor play."

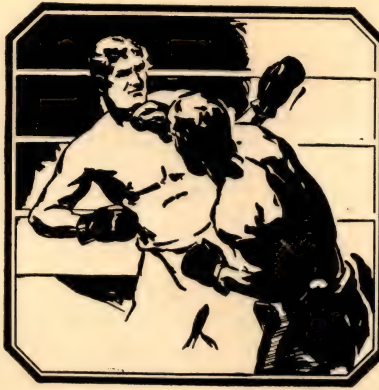
Leon Taksen followed Perlman, and appealed to operators to consider the welfare of the entire industry. "The whole noise here makes me think of Hitler's methods," he declared. "Why go out and make it hot for the jobbers or anybody else when we're not making any money, and we're carrying operators on our books year in and year out. Our mark-up is so small I frequently tell distributors I'm not interested in a machine no matter how good it is. As a class, jobbers are being forced to the wall, and operators, of all men, should not fire the shot that kills them."

Speaking only as a Bally representative to whom the operators' plan was submitted, and arguing neither for nor against it, John Fitzgibbons, of Fitzgibbons Distributors, outlined some of the plan's details which might be acceptable both to Bally and to the operators. He assured the listeners that matters of credit and trade-in would be adjusted, but he emphasized the fact that the plan was not Bally's, that it was not proposed by but to them, and whether it would be put into operation depended on the two Associations.

After hearing several other speakers, and devoting some time to discussion, the committee which originally approached Bally was ordered to see other manufacturers for their views, and the meeting adjourned.

### PERSONALS

One operator who is going places in more than one way is Will Levey, stand-by of the Greater New York Vending organization. Not only has Levey just placed on location some 875 phonograph and cigarette machines, but he has definitely contributed to the world's pulchritude and personality in the person of Joyce Ellen, weight seven pounds, and mothered by Mrs. Pearl Levey, who, by the way, is one of the few wives who can tell their husbands things about his business and really know what she is talking about! When not busy being a mother, Mrs. Levey casts a watchful eye over her husband's



## ARE YOU TIRED OF FIGHTING

**TERRITORY CLOSINGS? . . . LEGAL RESTRICTIONS? . . . UNFAIR COMPETITION? . . . PUBLIC INDIFFERENCE? . . . THE OPERATOR WHO HAS BETTER EQUIPMENT? . . . INADEQUATE INCOME?**

There is an answer to those problems. It can be said in a single word, a name—NORTHWESTERN.

With the NORTHWESTERN line the operator is assured of continuous operating regardless of closings to other types of equipment and irrespective of legal restrictions. He has no worry about cut commissions—it isn't done with NORTHWESTERN because it isn't necessary. And he doesn't have to worry about payouts.

The public is never indifferent to the appeal of clean, fresh merchandise displayed in the brilliantly attractive NORTHWESTERN merchandiser, and

NO OPERATOR HAS BETTER EQUIPMENT THAN NORTHWESTERN!

As for income—there isn't a man who couldn't, with NORTHWESTERNs and careful operating methods, assure himself of an adequate income for his entire lifetime—not only the necessities but many of the luxuries of life as well. Get on the RIGHT side—protect your income; protect your business. Assure yourself of the better things of life.

NORTHWESTERN gives the KNOCKOUT BLOW to all those things which discourage the operator and tend to keep him down. Find out for yourself!

**REMEMBER, FRIENDS, YOU CANNOT BUY A BETTER VENDING MACHINE THAN NORTHWESTERN**

**WILL P. CANAAN**

**Authorized NORTHWESTERN Distributor**

**1347-1351 W. WASHINGTON BLVD.**

**LOS ANGELES**

spots and the boys say what she misses no microscope can find.

Marty Rosen, formerly with Leon Taksen, is now with Lou Goldberg's Banner Merchandising Co. Although still a young man, Rosen practically grew up in the coin machine trade and besides being a good salesman and merchandiser, is thoroughly conversant with the mechanics of machines.

Mike Munves, of 145 Park Row, has opened up a branch office at 555 West 157th Street, New York City, formerly the quarters of Charles (Old Cigar) Lichtman, at present engaged in plans for a new venture into the coin machine trade.

Sol Silverstein, nephew of Morris Silverstein, Chairman of the Legislative Committee of the Amalgamated, is now connected with George Ponser.

### Operator Salvages junked machines.

PHILADELPHIA. (RC)—"I wish I could get these Bumpers out of my cellar," thought one local operator recently, as he surveyed a stack of the played-out games. He was seriously considering a bonfire, when someone told him what Cy Glickman was doing. He went to see Glickman, decided to risk a few dollars, and Cy went to work and turned the game into an entirely new creation called Poko-Lite, which displays poker hands, instead of numbers, in the register.

Amazed at the result the operator sped back to his cellar. And that's as close as he came to a bonfire. The 15 other Bumpers are now Poko-Lites, and on location, and doing very, very nicely—thank you.



## CAMOA's Contest Results Unsatisfactory

New contest will attempt to overcome location, operator, public indifference.

LOS ANGELES.—Originally planned as a "saviour for the pin game industry," the largest promotion of skill games ever attempted in this country closed its four-week efforts a failure to the tune of some \$38,000. First reported by the COIN MACHINE REVIEW, which outlined the possibilities, the efforts of the California Amusement Machine Operators' Association to resuscitate dwindling cashboxes failed to do more for operators, some of whom invested as much as \$800, than to increase the feeling of despondency, and return about \$1 for each \$8.

Report of one of the trade journals had play "doubled and tripled in most locations, according to a preliminary survey." Actual fact is that at no time during the contest in any save a few scattered spots was play better than it had been in weeks preceding the contest's opening, weeks which set record lows as a result of conditions beyond control of the organization's administrative body.

Apparent reasons for the failure of the venture are two. Close analysis indicates that advertising was inadequate. Less careful study was required to see that locations failed to cooperate.

As regards the first point, let it be said that CAMOA made a fine start, but instead of increasing advertising when signs of dis-interest appeared, advertising dwindled and disappeared. A moral may be drawn from a football game: when the opposing line refuses to give an inch, there are only two things that will move the team closer to the goal line. One is a different method of attack—perhaps a pass—and the other is a harder plunge. CAMOA did neither. Instead they let the opponents take the ball and, sadly, there was no defense for their own goal-line.

What should have been done, and wasn't, was an increase in advertising, or a different method of advertising. Early announcement to the effect that radio would be used, apparently did not materialize, and even the advertising of the games within the location was decidedly poor.

That brings up the second point. Claims for failure due to lack of cooperation fall not so much upon the location owners, to whom the plan was strange, but upon the

game men who did a very unthorough job of selling the idea to the locations. Such matters as giving away tickets for entrance in the contest without payment of the full twenty-five cents for five plays, need not have been allowed. Payouts, as promised, should have been barred. And, as the location owners lost interest, the operators dropped deeper and deeper into despondency.

While the original purpose of the contest was to offset an undesirable condition that was hurting play and receipts alike, and while the methods used seem, even yet, to have untouched possibilities, it is made clear once again that advertising of the games, if it is to be done with the thoroughness needed, and with fullest effect, must come not from the merchandisers of play, but from the makers of equipment.

Total darkness of the picture is lessened by the fact that, as Charles Cradick, CAMOA's executive head, declared, "While you may not have gotten a dollars-and-cents return for your investment just at this time, your \$38,000 has bought a new tolerance that should outlast the memory of this contest. Except for one small suburban paper, not one mention derogatory to pin games appeared in any paper in the county since the contest opened. And I believe you have convinced the public that pin games are legitimate, and that their operators are decent business men. That should tell on future revenue."

Still hopeful—and the COIN MACHINE REVIEW hopes with members of CAMOA—a new contest is being started. Perhaps this is a new drive toward the goal-line that will actually put them across. In any event, following the same lines, the new contest will give \$2500 to contestants before Christmas-time.

## Wurlitzer Banquets

scheduled for Los Angeles and Oakland in November

LOS ANGELES.—Two big Wurlitzer banquets were announced for November by W. E. Simmons, branch manager, upon receipt of word from Homer Capehart, vice-president of the Rudolph Wurlitzer Co., that he would be able to be in attendance. Mr. Capehart, accompanied by his wife and father, and Robert Bolles, advertising manager, will spend two weeks on the coast, arriving on the 19th.

The first big banquet is scheduled to be held in Los Angeles, Saturday evening, November 20th and the second will be held at the Hotel Leamington in Oakland on Saturday, November 27th. The meeting place for the Los Angeles party had not been announced at presstime.

Both parties will be put on in the typical Capehart style with fine food, topnotch dance music and a gala floor show.

## Western Vending Machine Operators' Association of Southern California

President—LARRY HAGLER, 3808 Flower Drive, Los Angeles, Richmond 8915; Secretary—PHIL EISENDRATH, 1555 Merriman Drive, Glendale, Douglas 1515.

Marked by the best attendance in ten years, the meeting of October 25 had over 70 members present. Discussion of the license situation, dinner, entertainment and door prizes all proved of sufficient interest to permit establishment of this record. Several fine speeches by members of the organization pointed the need for a strong Association to represent merchandise machine operators, and sought full cooperation from fellow-members.

It was a pleasure to have Operator Richardson of San Francisco present. With 3000 machines scattered up and down the Coast, he was in a position to tell his listeners something about the tax situation in the various cities where he operates.

Most important discussion of the evening concerned a proposal to take the Los Angeles license situation in hand and force through a suitable license. It was agreed that a \$7.50 yearly blanket license would be satisfactory, and a committee was named to propose such a license to the city council.

Dues for the next six months were set at \$4.50, and will include dinner, door prizes and entertainment. It was unanimously agreed that all initiation fees would be waived, and unpaid dues would be passed. The next meeting will be held November 22, probably at the Casa de Rosas. Vending machine operators are urged to see their jobbers for this information, and to secure their tickets.

### Modern Proposal

"Do you know, dear, your children will probably have blue eyes?"

"Why, John, my eyes aren't blue."

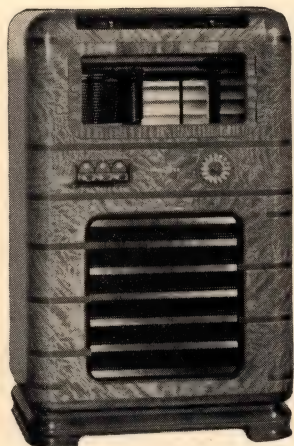
"No, but mine are."

Then there's the advice of the operator who suggests: Don't be content to stand under the mistletoe—sit down and make an evening of it.

76

## PHONOGRAPH HEADQUARTERS

Where the West's Prominent Music Operators BUY, SELL and EXCHANGE



### WURLITZER

### Phonographs and Skee-Balls

Stock Carried for Immediate Deliveries

Only **\$49.50** Down

Balance on Easy Terms

### WANTED

For Cash or Trade-in, On or Off Location

### PHONOGRAPHS

... ALL MAKES

Stock on Hand for Immediate Delivery

## L. A. GAMES COMPANY

(WM. NATHANSON)

2833 W. Pico St.

Parkway 9191

Los Angeles, Calif.



# *The* NORTHWESTERN CORPORATION

*takes pleasure in announcing  
the appointment of*

## ADVANCE AUTOMATIC SALES COMPANY

WITH OFFICES AT 1021 GOLDEN GATE AVENUE  
IN SAN FRANCISCO

and

## WESTERN DISTRIBUTORS, *Inc.*

LOCATED AT 3126 ELLIOTT AVENUE IN SEATTLE

*as additional sales outlets for the complete line of*  
NORTHWESTERN Merchandisers

Lou Wolcher and his competent staffs at the two offices will welcome your call, and will be glad to tell you more about NORTHWESTERN profit possibilities.

With a complete selection of machines, parts and accessories, both offices are fully equipped to render complete factory service.

THE  
NORTHWESTERN CORPORATION  
MORRIS, ILLINOIS

77





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Offices of the Associated Operators of Los Angeles County have been moved over onto West Washington next door to Will P. Canaan's . . . Speaking of Canaan—George G. Wood and family have moved to Los Angeles from Seattle where he operated amusement machines for 7 years. Wood, a son-in-law, has gone in with the Canaan's . . . George Norris, head of the manufacturing company bearing his name, is expected in Los Angeles shortly to escape the Middle West's winter weather . . .

Bob Grindlay, former L. A. pin game man, and Dixie McSheffery, once secretary to Jack McClelland at National Amusement Co., opened a studio of ceramic art—pottery to you—in Carmel-by-the-Sea, early in October . . . And speaking of McClelland, he's now in New York City for a six-week's rest and vacation. His brother visited town recently . . . Speaking of National Amusement Co., Martin V. "Bud" Smith has been named general manager of the firm. Appointment took place after Smith and Bob Stark, head of the firm, made a trip to Chicago together in the former's new Oldsmobile. Jack Nelson and Irving Webb played proper hosts to the pair in the Windy City, giving them only two or three hours sleep a night. They brought back a carload of Rock-Ola Imperials, all of which have gone out, and a carload of World's Series, which are being operated under the name of World's Series, Inc. . . .

B. O. Teasdale has moved closer into Los Angeles; he vacationed with his wife and daughter on the McKenzie River above Eugene, Oregon . . . L. M. Favorite of Long Beach has re-entered the operating picture in partnership with F. L. DeWolf. Under the name of F & D Amusement Games Co. the firm has begun operation of a string of A. B. T. target machines . . .

J. P. Blackwell of Denver's Western Music Co. visited Los Angeles late in October; his sister operates a Los Angeles branch of the firm, and J. P. made arrangements for opening of another branch in the Bay district. He now operates over 1,500 Wurlitzer



Every night after the day's "takes" (not "take") were in the "can," Leo Carrillo, Jean Parker and the company of supporting players in Paramount's "The Barrier" enjoyed entertainment by a Wurlitzer Automatic Phonograph, installed for their pleasure on location at Mount Baker, north of Seattle, by Hart Novelty Co., of Everett, Wash. Scene shows a location shot during a rest period.

phonographs . . . The Milton H. Lange Amusement Co. has purchased another carload of Wurlitzer Skee-Balls. Firm has now bought five carloads in all . . . H. E. Capehart, Wurlitzer vice-president, has promised to arrive in Los Angeles during the second week of November . . .

Palm Springs, Los Angeles elite's favorite desert retreat, has opened for the season with a goodly sprinkling of coin machines in the various places of business . . .

Champion popcorn eater in the city is Bill Simmons of the Rudolph Wurlitzer Company. After downing two five cent bags a recent afternoon at the Mohr Brothers, Bill took along a pound of popped corn and finished it before dinner time. Mohr Brothers have ordered a medal for the champ . . .

Popcorn eating brings to mind the great number of operators frequenting Mohr Brothers of late to watch the Popmatic machine perform and, incidentally, to enjoy a bag or two of corn . . .

R. H. Reinhart spent several days in San Francisco during the past month arranging for the opening of a sales office there. Reinhart has the exclusive distributing rights for northern California on the Pacific Gum Merchant . . .

Sol Gottlieb is receiving the congratulations of his friends these days on his appointment as assistant manager to Curly Robinson on the Associated Operators of Los Angeles County Association . . .

Charley Washburn, of the Novelty Supply Co., took time out recently to get married and take a honeymoon trip to Mexico City. Charley promises to put it all on paper and give us an exclusive story . . . on the trip . . . for the next issue . . .

R. J. Hinners has returned to Los Angeles after a circle business trip through the key cities of the east in the interest of his popcorn vendor. Hinners met with an accident in the New England states and had to finish his trip by air . . .

Looking like a million dollars and ready to go out and sell Gum Merchants by the thousand is Herb McClellan who has just returned from a short vacation in the state of Oregon. Herb, and the missus, report having had a wonderful time visiting old friends in Utah and Oregon . . .

Outside of the president of the United States the second hardest man to reach is Charles Cradick, counsel for CAMOA. With the big CAMOA goodwill contest occupying the center of the stage for the past month, it has been practically impossible to even reach Cradick by phone and those in the know say he even had his meals sent in . . .

H. A. Kaplan opened a jobbing office in Los Angeles this month to deal in used equipment. . . .

Headquarters for

## USED GAMES

No Deal Complete Unless  
You're Satisfied!

We handle a complete line of used machines . . . automatics, novelty games, slots.

### We have these on special:

20 Furys, in cartons.....	\$ 7.50 each
12 Tornado, in original cartons .....	5.50 each
10 Advance-A-Lite Bumpers..	12.50 each
10 Thirty Miles .....	10.00 each

### Pick any FIVE of the following' for \$24.95:

Flare	Fifty Grand
Flash	Banker
Ditto	Torpedo
Over and Under	Ball Fan
Five and Ten	Stock Exchange
Squadron	Panama
Gold Medal	Totalite
	Cross Country

### Pick any FIVE of the following for \$34.95:

Madcap	Short Sox
Flashlite	Fury
Frolic	Neck and Neck
Hold 'Em	Bank Night
	Bumper

No less than five sold, and only one of a kind with each deal.

Write for Complete List

Terms: One-third down, balance C.O.D.

## SOUTHWESTERN VENDING MACHINE CO.

ROchester 1421

2711 W. Pico

Los Angeles



## California Music Operators' Association (Northern Division)

President — GEORGE A. MILLER; Vice-President — F. E. CLARK; Secretary-Treasurer — ALFRED LAMB.

You have all heard about the California Music Operators' Association. Now let us find out what it stands for and what it has done for music operators in general. First, it has made a decent, clean, honest and legitimate business of phonograph operating. It has brought the phonograph operator and the location owner to a far better understanding of how phonographs should be operated. The California Music Operators' Association, which started in Oakland, has been in existence for 18 months, and now has locals in every large city in the State, including Los Angeles, San Diego, Fresno, San Francisco, Oakland, Stockton, Sacramento and in other smaller cities in the northern part of the State.

We are now affiliating with the Tavern Owners' Association and the Restaurant Owners' Association in some of the cities. This will be accomplished 100 percent in every city in the near future. In other words, the California Music Operators' Association is doing everything possible to further the business and to put it on a sound basis so the operator can remain in business. Our reason for associating with these other organizations is that of helping in any way we can to fight legislation that may endanger or tax them out of business. Thus, too, we help ourselves.

We are also endeavoring to build up a better feeling between the manufacturers and the operators. We propose to help all manufacturers of phonographs to sell their share of equipment, and the Association hopes to have their cooperation as well.

For the information of a few operators who are not members of the Association we wish to say that the organization has saved them many dollars in killing unfair legislation directed toward phonographs. For instance, in three different cities a tax or license, whichever one cares to call it, was levied on phonographs and the Association was successful in having the measures repealed. We have also been successful in some of these cities in setting a fair rate of commissions to the location owner which still allowed the operator a profit. This also enables the operator to keep the finest of equipment available in the locations.

The response of the operators to this organization has far exceeded anyone's expectations. We are sound financially in every way, and are growing so rapidly that in the near future the State of California will be organized 100 percent. The writer, who is president of the organization, can only say to any operator who is not affiliated, that he alone is the loser. He is missing the protection of the California Music Operators' Association, and is not making the profit from the machines which he deserves and needs to enable him to remain in business.

Personnel of the State organization includes: George A. Miller, president; G. R. Murdock, Los Angeles, vice-president; Anthony Compagno, San Francisco, secretary; F. Knudson, Fresno, treasurer. Board of Directors is made up of Alfred Lamb, Oakland; William Corcoran, San Francisco; Glen Bridgeford, Stockton; J. C. Dorser, Fresno; Vic Saunders, Los Angeles.

## THANK YOU OPERATORS!

Your terrific response to our initial announcements on our Automatic Popcorn Vendor has flooded our factory with orders and taxed our manufacturing capacity.

We are now making arrangements to expand our manufacturing facilities so as to give immediate deliveries on machines in the future.

To operators who have not had our proposition we suggest you write today.

**R. J. HINNERS COMPANY**  
(Formerly VENDAMATIC)

1632 South Los Angeles St.

Los Angeles, Calif.

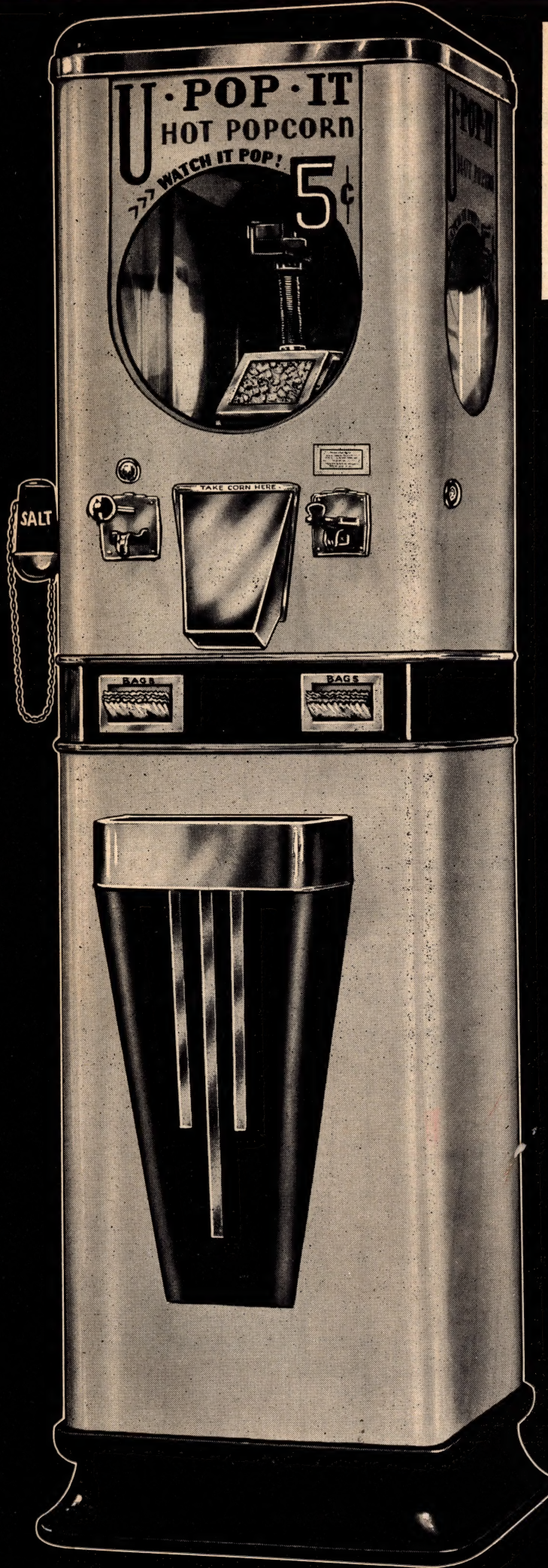
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# INVESTIGATE

*before* **YOU BUY**  
**AUTOMATIC *Corn Popping* EQUIPMENT**

NOW IT'S POPCORN MACHINES! It's your chance to build a steadily increasing income in a LEGITIMATE automatic merchandising field! BUT before you invest in any equipment, investigate--KNOW WHAT YOU BUY!

## U-POP-IT . . .

. . . is the Dependable Automatic Corn Popping and Vending Machine. Precision engineered. Built to last. Simple in operation.

## THE FAMOUS DAVAL GUARANTEE

A product of Daval, backed by 29 years of successful manufacturing and business experience--plus fair dealing.

## BUILD FOR PERMANENT INCOME

Operators need dependable income year after year. Steady sales, repeat business and a big profit margin!

## A HIGHLY PROFITABLE BUSINESS

Half of every nickel U-POP-IT takes in is net profit for the operator! Thousands of available locations!

## MODERN DESIGN

Beautiful in its simplicity. Spotlessly clean. Sanitary. Air cooled and humidified. Pops and vends hot, tasty popcorn in . . .



## CONVENIENT TERMS . . .

. . . to responsible operators. The opportunity to expand your business out of earnings.

## INVESTIGATE NOW!

Look ahead to the future. Protect your income. Start with the right equipment. BUY U-POP-IT! Don't delay. Do it now!

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200 South Peoria St. Chicago, Ill.

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SOLD ONLY TO OPERATORS THROUGH DISTRIBUTORS





# WORLD SERIES

A LEGAL GAME WITH PLAY APPEAL

• A PROFITABLE GAME  
FOR OPERATORS AND  
LOCATIONS—IT GETS  
THE POPULAR PLAY  
AND AT THE SAME  
TIME STIMULATES THE  
LOCATION'S TRADE.  
ALL AMERICA THRILLS  
TO THE PLAY OF A  
BASEBALL GAME.



HERE'S ANOTHER LEGAL MONEY MAKER

the

## LO-BOY

So sturdily built—so positive in function that a FIVE YEAR GUARANTEE is given without hesitancy. Scale operating has proven very profitable to many successful operators. With LO-BOY the earnings are certain and it goes on year after year without up-keep expense. Are you passing the profit that awaits you in operating LO-BOY scales?

Only \$49.50 and  
it builds profits  
for many years

Here is a Game with a Thrill in it—For Players  
— Operators and Locations. The play is very fascinating—the player is “batter up” in a ball game that is almost life-like. The Operator gets his thrill from the rapid filling coin box. WORLD SERIES pays and pays. With constant baseball interest, the public never gets enough of its thrilling play.

Locations thrill at the way WORLD SERIES speeds the tempo of business. Patrons play competitively—“What! only three runs, Jim—well, it's your treat,” and so it goes—more business for the location. Get complete information on this profit-producing game—write Department B-9.

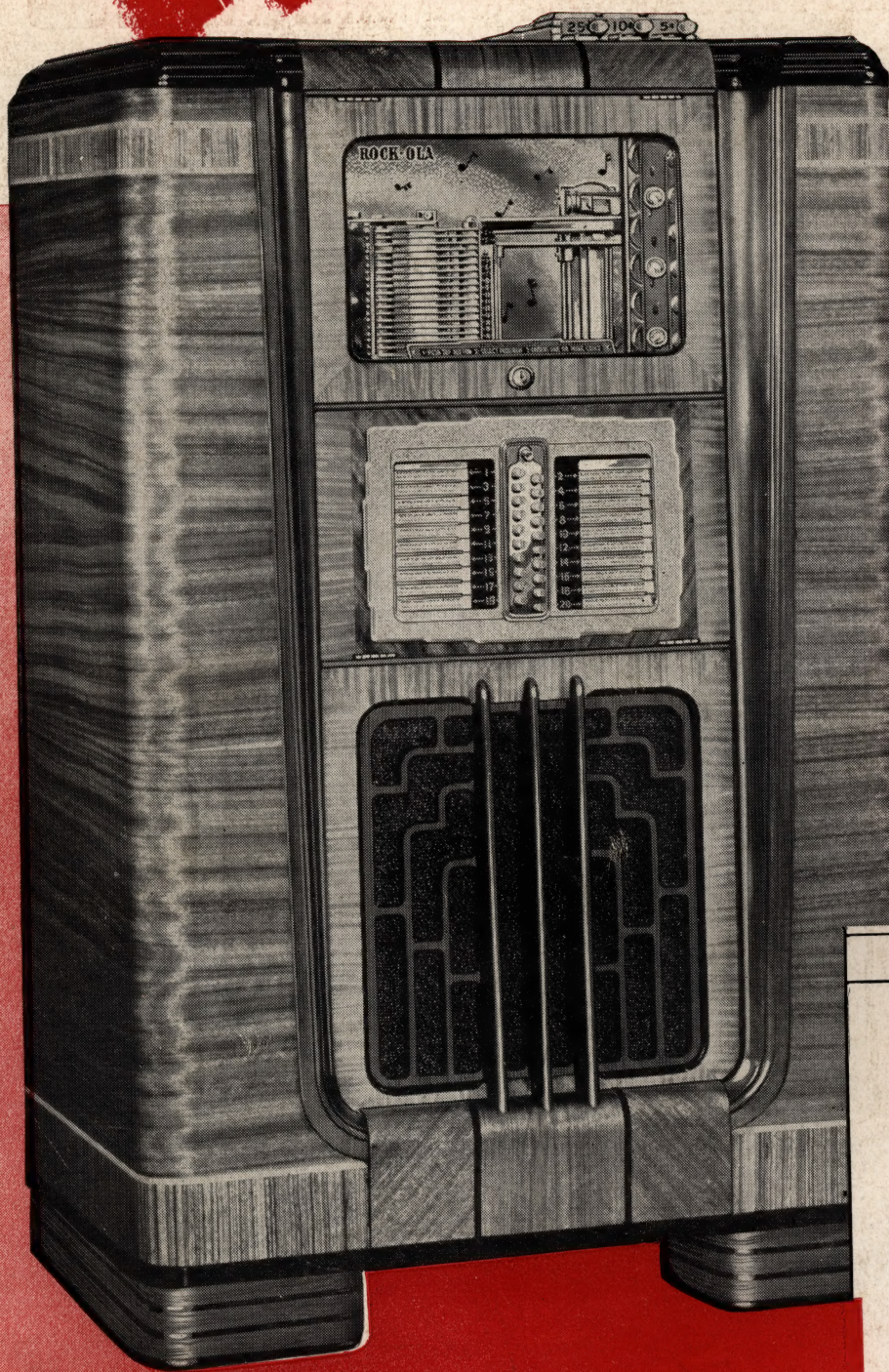


ROCK-OLA Mfg. Corporation



# Twenty

## RECORDS



Rock-Ola phonographs offer many features which result in lower maintenance cost—such savings can be considered added profits.

Twenty records offer broader selection which means bigger collections—from every angle you profit most with Rock-Ola's IMPERIAL 20.



### ROCK-OLA MFG. CORP.

800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS • CANADIAN DISTRIBUTOR: P and H COIN MACHINE CO., 287 VICTORIA ST., TORONTO, CANADA

ANOTHER OF ROCK-OLA'S QUALITY FEATURES

*Lightweight*  
**CRYSTAL PICK-UP**  
DOUBLES the life of Records and Needles

WHICH OF THESE TWO PICK-UPS  
DO YOUR PHONOGRAPHS HAVE?



**LIGHTWEIGHT** **HEAVYWEIGHT**  
*Crystal Pick-Up* *Old Style Pick-Up*

As superior to the old style heavy-weight pick-up as the electric light to the kerosene lamp! Doubles the life of records and needles. Floats in live rubber. Hermetically sealed in a bakelite case. Not affected by weather conditions. No adjustments necessary. Guaranteed unconditionally for one year.

The greater weight wears out needles and records twice as fast, adding considerably to your upkeep cost. Produces inferior tone quality which diminishes even further due to unusual pressure of needle in record groove. Requires periodic adjustments. Affected by varying weather conditions.

LOOK TO ROCK-OLA FOR LEADERSHIP!